



International  
Olympic  
Committee

# IOC MARKETING: MEDIA GUIDE OLYMPIC GAMES TOKYO 2020



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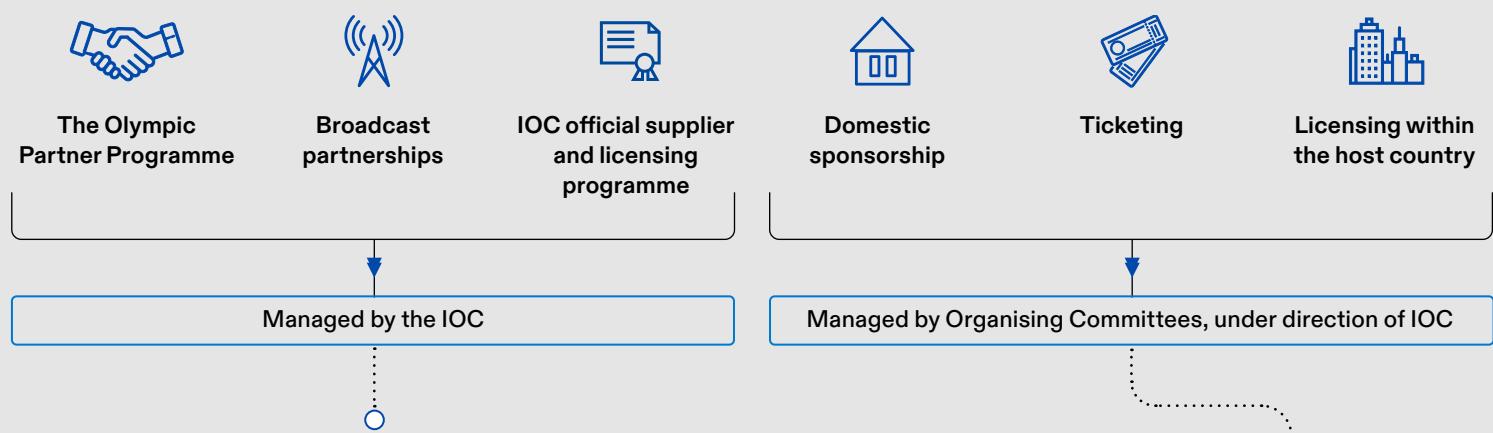
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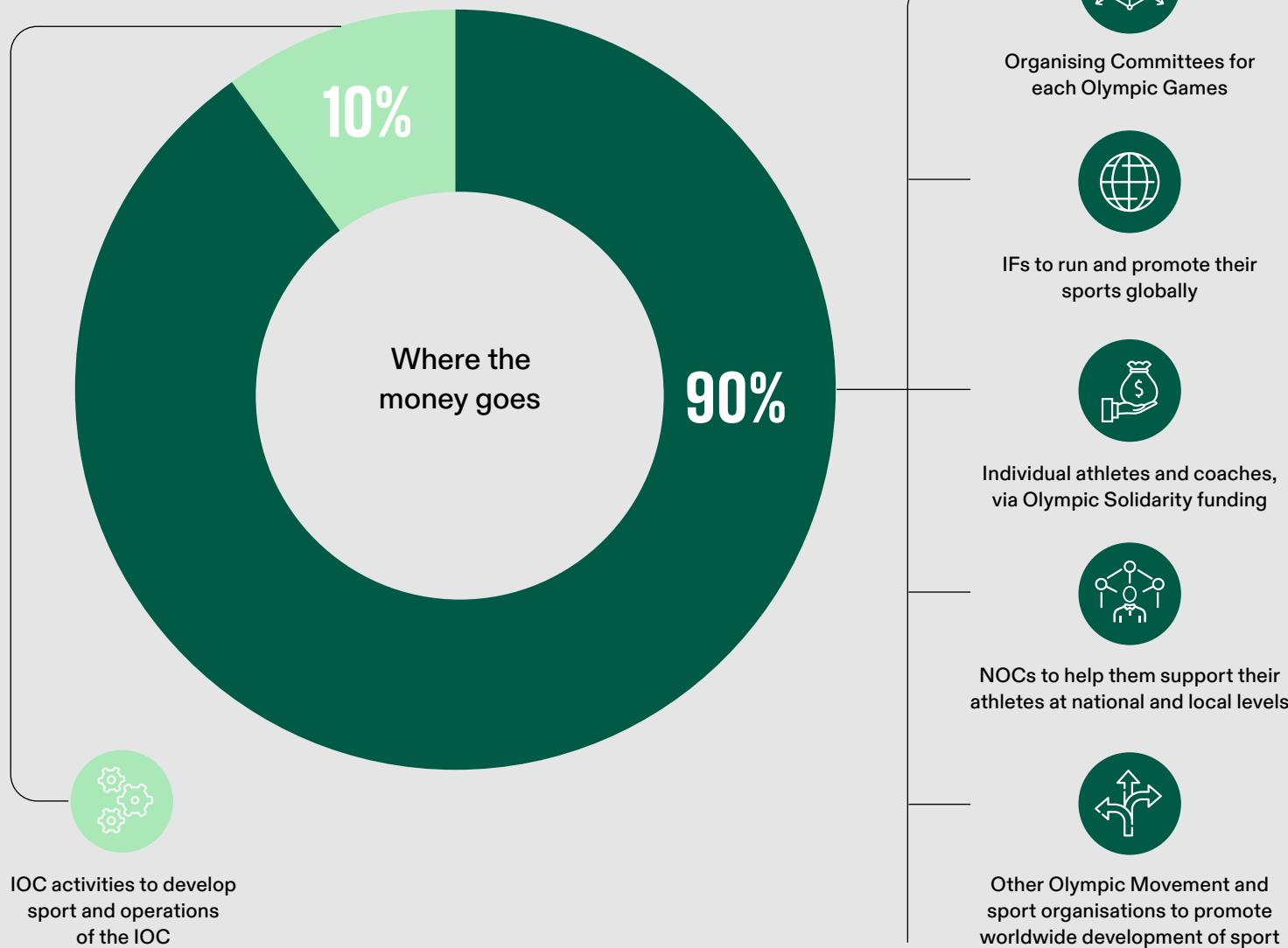


# OLYMPIC MARKETING OVERVIEW

The International Olympic Committee (IOC) is entirely privately funded and therefore operates Olympic marketing programmes to attract commercial partners, which are crucial to the continued success of the Olympic Games and the operations of every organisation within the Olympic Movement.



## OLYMPIC MARKETING REVENUE



## GOALS OF OLYMPIC MARKETING



Ensure the independent financial stability of the Olympic Movement



Generate revenue to be distributed throughout the entire Olympic Movement



Ensure that the Olympic Games can be experienced by the maximum number of people throughout the world via broadcast coverage



Assist in the worldwide promotion of Olympism



Enlist the support of Olympic marketing partners in the promotion of the Olympic ideals



Control and limit the commercialisation of the Olympic Games



Protect and promote the equity that is inherent in the Olympic image and ideals

## OLYMPIC MARKETING IN NUMBERS

**\$3.4M**

Every day the equivalent of over USD 3.4 million is distributed by the IOC to support athletes and sports organisations at all levels around the world

**200+**

The number of countries/territories broadcasting coverage of Tokyo 2020

**15**

The number of Worldwide Olympic Partners in the current TOP Programme for Tokyo 2020

**\$590M**

Olympic Solidarity budget for 2021-2024 (in USD), funded by Olympic broadcast rights and redistributed to all National Olympic Committees

**90%**

90 per cent of IOC revenues go straight back into sport and athlete development

# OLYMPIC BROADCASTING



Broadcast coverage of the Olympic Games Tokyo 2020 will be produced by Olympic Broadcasting Services

**“Our Olympic broadcast partners support us in conveying the magic of the Olympic Games and the values of the Olympic Movement to billions of people around the world.”**

Thomas Bach, IOC President

Broadcast coverage allows people all over the world to experience the magic of the Olympic Games.

As the owner of the broadcast rights for the Olympic Games, the IOC is responsible for granting the rights to television, radio, mobile and internet coverage to media companies around the world.

In negotiating these rights agreements, the IOC's primary aim is to ensure the Games are available to the highest number of people and have the widest global audience possible. In pursuit of this goal, coverage of the Olympic Games has been made available to an increasing number of territories and media platforms throughout the world.

These Olympic broadcast partnerships have been the single greatest source of revenue for the Olympic Movement for more than three decades, with Rights Holding Broadcasters (RHBs) also greatly contributing to the global popularity of the Olympic Games and the promotion of the Olympic values across the world.

## GLOBAL COVERAGE OF TOKYO 2020

“Discovery’s unrivalled scale, coupled with Eurosport’s deep sports expertise, will engage the biggest aggregated audience in Europe during the Games. discovery+ and Eurosport will be the only places to watch every unmissable moment, every medal and every hero as part of the most comprehensive Olympic Games experience ever.”

**Andrew Georgiou**, President of Sports, Discovery

While spectators may not be able to attend in person, fans around the world and in Japan will be able to experience the thrill of the Olympic and Paralympic Games Tokyo 2020 thanks to new, innovative technologies.

Tokyo 2020 will be broadcast globally to a potential audience of over five billion people, with more coverage by broadcast partners than any previous Olympic Games across both linear TV and digital.

In Japan, TV coverage is expected to be around double that of Rio 2016, with national public broadcaster NHK also set to offer coverage in 8K Ultra High Definition (UHD), which is 16 times the resolution of regular high definition. NHK's 8K coverage will include the Opening and Closing Ceremonies, as well as selected events in athletics, badminton, football, judo, swimming, table tennis and volleyball.

In the USA, NBCUniversal will present an unprecedented 7,000 hours of coverage across two broadcast networks, six cable networks, and multiple digital platforms, making it the country’s biggest media event ever. For the first time, it will also offer live coverage in the 4K UHD format with High Dynamic Range (HDR) and immersive sound, making the pageantry, dynamic imagery, and immersive sound that is unique to the Olympic Games even more spectacular for viewers.



Coverage of Tokyo 2020 will be available in more than 200 countries and territories

“The Olympics have been a consistent driver of technological advancements, and even with the challenges of the past year, Tokyo will be no different.”

**Gary Zenkel**, President, NBC Olympics

Across Europe, Discovery Eurosport will air up to 4,000 hours of live coverage on its TV and digital platforms. This unprecedented level of content will be available in 50 territories.

Additionally, in Great Britain, the BBC will broadcast over 350 hours of action live from Tokyo on BBC One and BBC Two, while a second live stream available on BBC iPlayer will ensure fans can catch all the stories from their national heroes as the Games unfold.

“The anticipation for this year’s Olympics is higher than ever, and we’re proud to be showcasing the very best of the action.”

**Barbara Slater**, Director of BBC Sport

In Australia, the Seven Network will deliver the most advanced digital product in Australian viewing history. For the first time, there will be one destination for Australian fans to watch every medal, every record, and every inspiring moment from the Games. Seven will deliver its exclusive experience across 43 channels and two simulcasts, including 36 channels curated by Seven, six pre-created channels direct from Tokyo and one existing Olympic channel. Together, this provides the most live streams ever hosted by an Australian broadcaster.

“The Olympic Games are more than sport. They represent passion, pride, community, achievement, positivity and the world coming together – and there is no bigger or more significant cultural event this decade than the Olympic Games Tokyo 2020.”

**Kurt Burnette**, Seven West Media Chief Revenue Officer and Director of Olympics

## THE TOKYO 2020 BROADCAST

**“For OBS, these Games are going to be a major milestone due to the technology we are introducing.”**

**Yiannis Exarchos**, CEO of Olympic Broadcasting Services



**9,500**

hours of content produced by OBS



**30%**

more content produced than for Rio 2016



**1<sup>ST</sup>**

Games to be fully produced natively in Ultra High Definition High Dynamic Range



**3D**

Athlete Tracking to enhance the coverage of athletics sprint events



**360°**

immersive replays in basketball thanks to Intel's True View technology



**OBS CLOUD**

solutions allow for greater flexibility and remote production

Broadcast coverage of the Olympic Games Tokyo 2020 will be produced by Olympic Broadcasting Services (OBS, [www.obs.tv](http://www.obs.tv)), which is responsible for providing the international television and radio signals from the Games to all RHBs around the world.

OBS was established by the IOC in 2001 to serve as the permanent host broadcaster for the Olympic Games, eliminating the need to continually rebuild the broadcast operation for each edition of the Games and ensuring that the high standards of Olympic broadcasting are consistently maintained from one edition of the Games to the next.

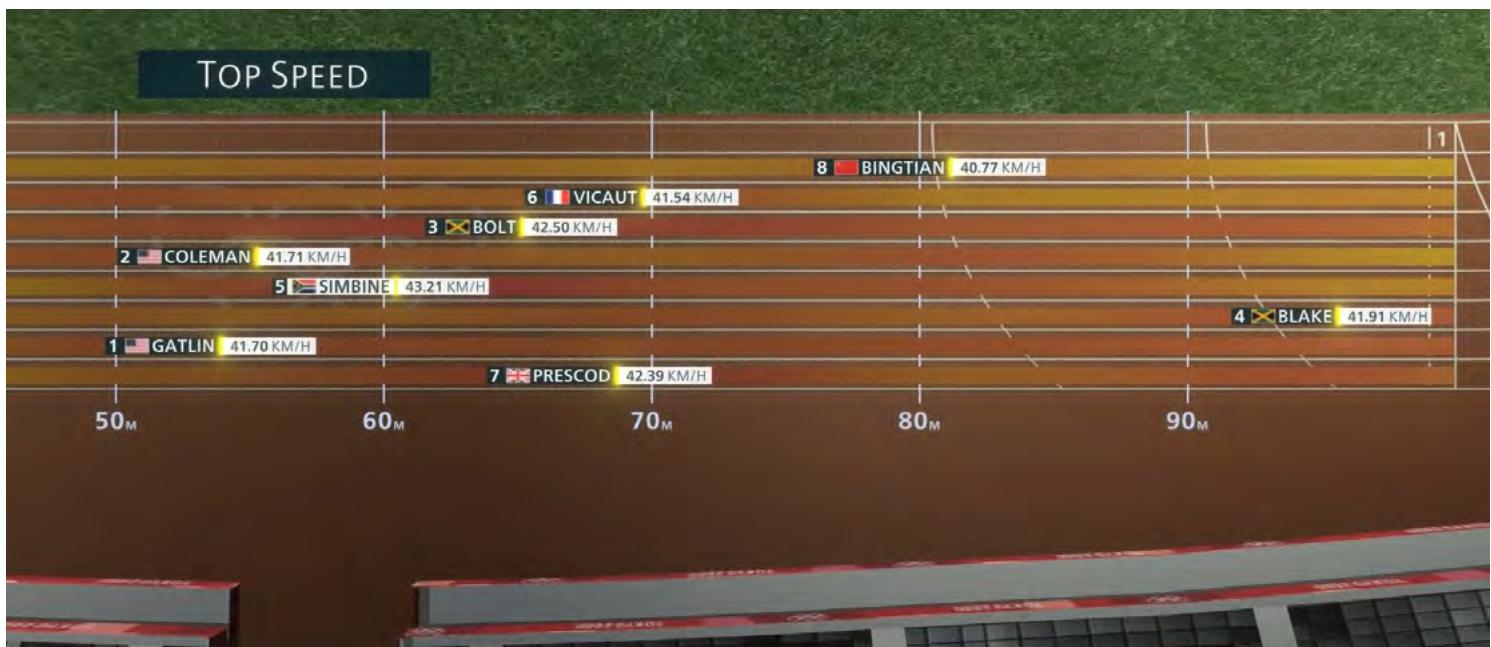
For Tokyo 2020, OBS will produce approximately 9,500 hours of content in just over two weeks – far more than the amount produced by a traditional international broadcaster in a year. This includes approximately 3,800-4,000 hours of live sports and Ceremony coverage and amounts to 30 per cent more content than was produced for the Olympic Games Rio 2016.

These will also be the first Olympic Games to be fully produced natively in Ultra High Definition (UHD) High Dynamic Range (HDR), offering four times more detail than standard HD and allowing viewers to enjoy a more immersive experience.

For worldwide audiences watching the Games, this will translate into more life-like details; realistic and richer colours; and greater contrast and sharpness, all of which will seemingly bring viewers right into the heart of the action in Tokyo and give them the feeling of actually being there.

Audiences around the world will also be introduced to never-seen-before camera angles, 360-degree replays, multi-camera live Virtual Reality (VR) coverage and more analytical data processed by Artificial Intelligence (AI).

This includes the AI-powered 3D Athlete Tracking (3DAT) technology, developed by Worldwide Olympic Partners Intel and Alibaba. This first-of-its-kind broadcast enhancement technology uses AI and computer vision to enhance the viewing experience with near real-time insights and overlay visualisations during the athletics sprint events (100m, 200m, 400m, 4x100m relay, as well as decathlon/heptathlon). Viewers will be able to understand at what exact moment each sprinter reaches their peak speed and analyse the different phases of the race in detail through a full set of race statistics.



3D Athlete Tracking (3DAT) technology will enhance the viewing experience with near real-time insights and overlay visualisations during the athletics sprint events

In addition, OBS will use Intel's True View technology to offer, for the first time, immersive replays for all basketball matches. True View builds three-dimensional, 360° video through an array of cameras installed high in a stadium or arena. In Tokyo, a total of 35 4K cameras will be mounted at the concourse level of the Saitama Super Arena to capture volumetric video that, once processed, renders 360° replays, bird's-eye views, stunning freeze frames and compelling stories from any perspective on the court. OBS will produce up to 10 True View clips for every basketball game.

In another breakthrough, the coverage of the archery competition will go deep into the body of the athletes providing, for the first time, biometric data from miniature sensors worn by the archers. The monitor's receptors will detect the heart rate and transmit the data wirelessly to generate the on-screen television graphics. Audiences will be able to witness the heartbeat variations and adrenaline rush experienced by the archers as they shoot their arrows.

For more information about OBS and its coverage of Tokyo 2020, visit [www.obs.tv](http://www.obs.tv) or view the OBS Media Guide [here](#).

**"We are introducing the OBS Cloud in partnership with Alibaba, as a way of transferring many of the operations that broadcasters usually use hardware for onto the cloud. That will make their operations far more efficient, far more productive, less costly and will mean they need less people in Tokyo. It is a major innovation."**

Yiannis Exarchos, CEO of Olympic Broadcasting Services



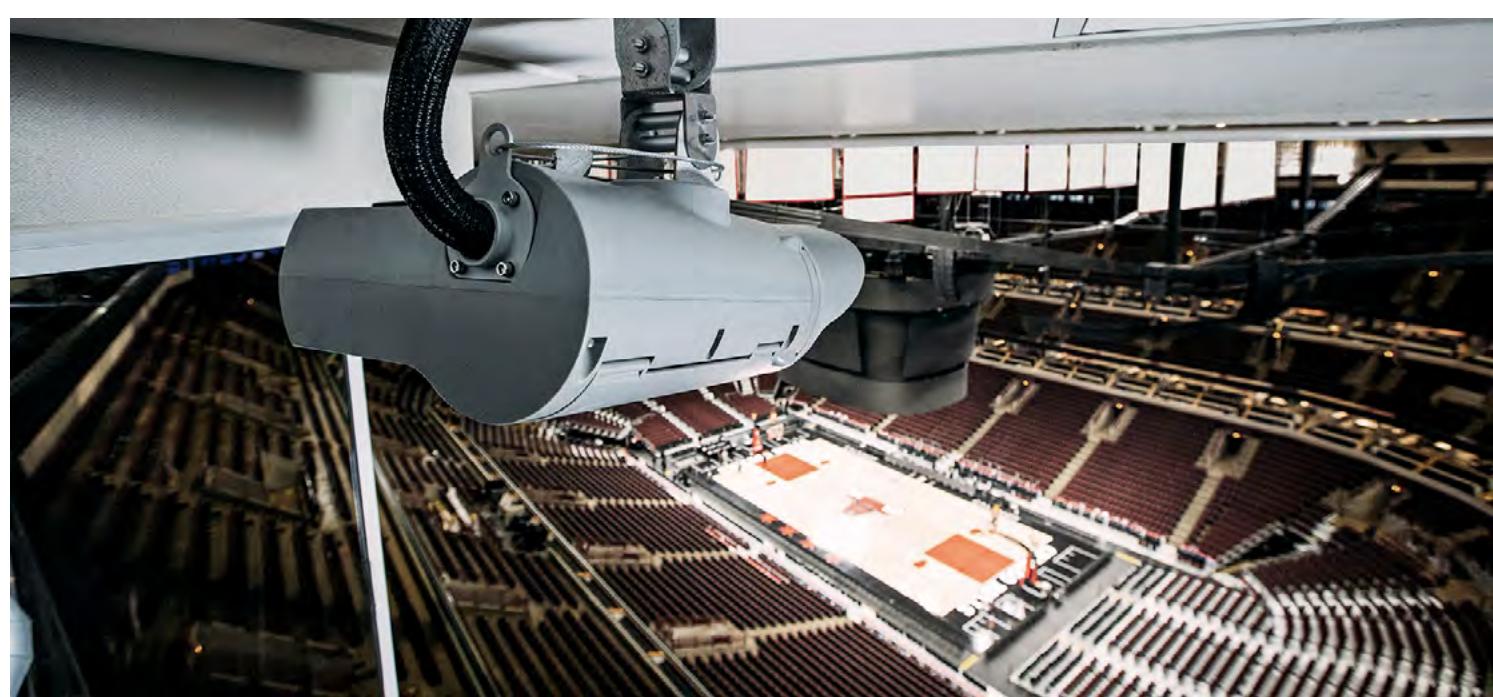
## OBS Cloud

OBS has teamed up with Worldwide Olympic Partner Alibaba to create the OBS Cloud – a suite of custom-made cloud-based solutions specifically adapted to the extremely demanding, data-heavy broadcast workflows.

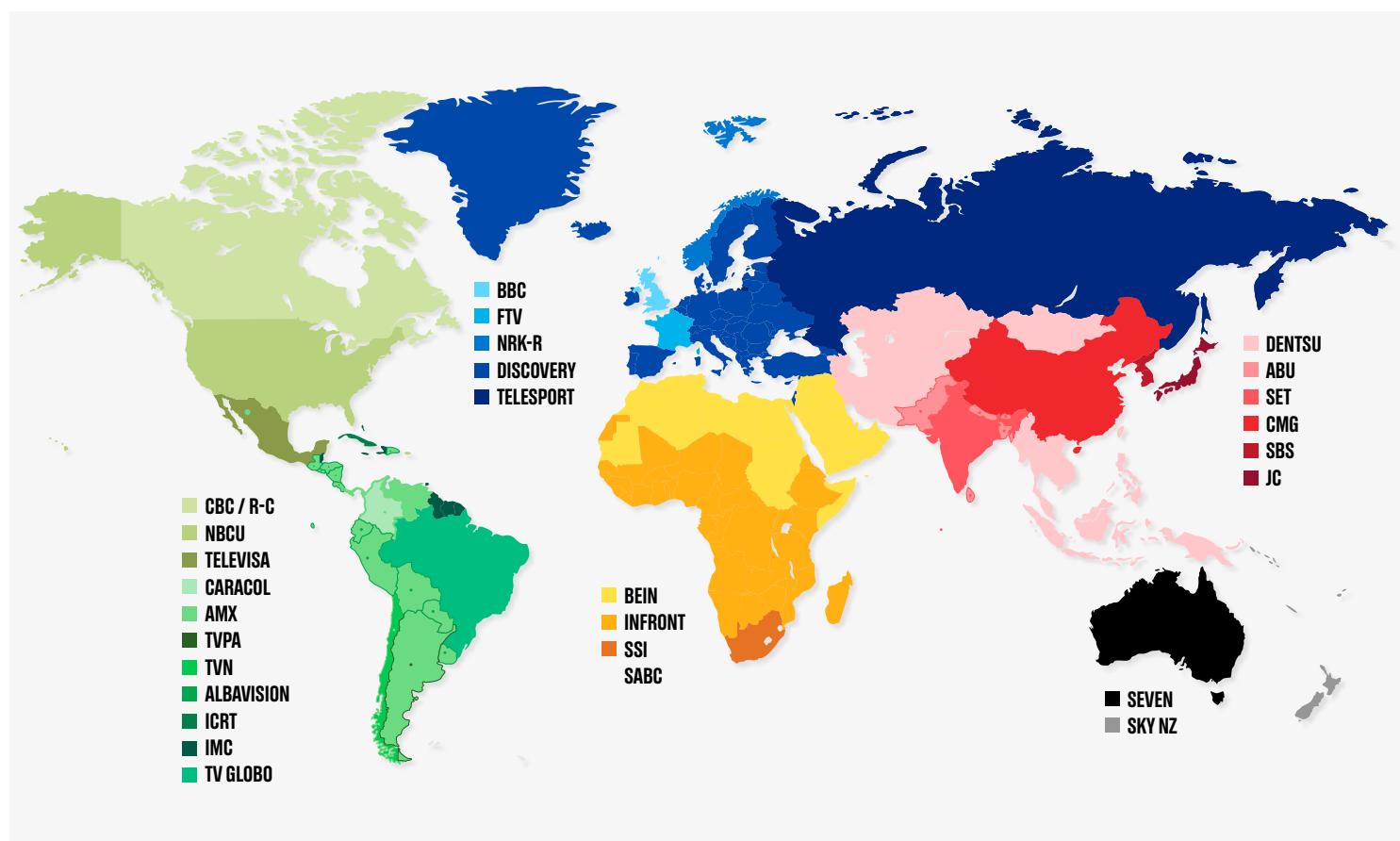
OBS Cloud offers the high-performance connectivity, processing and storage capabilities required for the broadcast of the Games, and allows for greater flexibility and remote production, making broadcast operations far more agile, flexible and efficient.

Not only can RHBs access all OBS content remotely, but they are also now able to set up their own content creation, management and distribution systems within the platform.

This remote production is enabling broadcasters to deliver more content to more screens, across more devices than ever before.



## RIGHTS HOLDING BROADCASTERS AROUND THE WORLD



To date, 28 RHB organisations have reached agreement and acquired the rights to broadcast the Olympic Games Tokyo 2020, alongside the Olympic Channel. Discovery is also an Official Broadcaster in France and the UK for Tokyo 2020.

## RHB MEDIA CONTACTS

Broadcaster	Territories	Media Contact	Broadcaster	Territories	Media Contact
ABU	Indian Subcontinent: Bangladesh, Butan, Maldives, Nepal, Pakistan, Sri Lanka	Larson Moth larson@abu.org.my	CBC	Canada	Nadia Flaim nadia.flaim@cbc.ca  Simon Bassett simon.bassett@cbc.ca
Albavision-Televideo	Bolivia, Costa Rica, Ecuador, El Salvador, Guatemala, Honduras, Nicaragua, Republica Dominicana, Paraguay, Peru, Uruguay	German Perez german.perez@albavision.tv	CMG	People's Republic of China (including Macao, but expressly excluding Hong Kong and Taiwan)	cctvsports@cctv.com
America Movil (AMX)	Argentina, Bolivia, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Uruguay, Venezuela	Renato Flores Cartas rfcartas@telmex.com  Ana Lilia Martinez analilia@amco.mx	Dentsu	Afghanistan, Brunei, Cambodia, Chinese Taipei, East Timor, Hong Kong, Indonesia, Iran, Laos, Malaysia, Mongolia, Myanmar, Papua New Guinea, Philippines, Singapore, Thailand, Vietnam, Kazakhstan, Turkmenistan, Tajikistan, Kyrgyzstan, Uzbekistan	Shusaku Kannan s.kannan@dentsu.co.jp
BBC	United Kingdom (England, Scotland, Wales), with the exclusion of the Republic of Ireland and any other overseas territories	Gail Sullivan gail.sullivan@bbc.co.uk  Beth Sims beth.sims@bbc.co.uk	Discovery	Albania, Andorra, Armenia, Austria, Azerbaijan, Belarus, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Georgia, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Kosovo, Latvia, Liechtenstein, Lithuania, Luxembourg, Macedonia, Malta, Moldova, Monaco, Montenegro, Netherlands, Norway, Poland, Portugal, Romania, San Marino, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine, UK, Vatican City State	Fiona McLachlan fiona_mclachlan@discovery.com
beIN	Algeria, Bahrain, Chad, Djibouti, Egypt, Iraq, Jordan, Kuwait, Lebanon, Libya, Mauritania, Morocco, Oman, Palestine, Qatar, Republic of the Sudan, Republic of South Sudan, Saudi Arabia, Somalia, Syria, Tunisia, United Arab Emirates, Yemen	Mohammed Rashid Al-Derham derhamm@bein.com			
Caracol	Colombia	Luis Felipe Guzman lfjarami@caracoltv.com.co			

Broadcaster	Territories	Media Contact	Broadcaster	Territories	Media Contact
France Televisions (FTV)	France (including its overseas territories and possessions (i.e. Clipperton, French Guyana, French Polynesia, Guadeloupe, La Réunion, Martinique, Mayotte, Nouvelle Calédonie, Saint Barthélemy, Saint Martin, St. Pierre and Miquelon, Terres Australes et Antarctiques Françaises, Wallis and Futuna), Monaco and Andorra on an exclusive basis	Nathalie Peyrissac nathalie.peyrissac@francetv.fr	NBCUniversal	United States and its territories and possessions (i.e., American Samoa, Guam and the United States Virgin Islands and Puerto Rico)	Christopher McCloskey christopher.mccloskey@nbcuni.com
Grupo Globo	Brazil	Nelson Rocco nelson.rocco@cdn.com.br  Carlos Gil carlosgil@cdn.com.br	SABC	South Africa	Orapeleng Lebethe orapeleng@sabcsport.co.za
ICRT	Cuba	<a href="http://www.icrt.gob.cu/contacto">www.icrt.gob.cu/contacto</a>	SBS	South Korea, North Korea	Sung Kim sa0622@sbs.co.kr
International Media Content (IMC)	Anguilla, Antigua & Barbuda, Commonwealth of the Bahamas, Barbados, Belize, Bermuda, British Virgin Islands, Cayman Islands, Dominica, Grenada, Guadeloupe, Cooperative Republic of Guyana, Haiti, Jamaica, Martinique, Montserrat, St Kitts & Nevis, St Lucia, St Vincent and the Grenadines, Suriname, Trinidad & Tobago, Turks and Caicos	Nathalie Campbell ncampbell@sportsmax.tv	Seven Network	Australia	Rob Sharpe RSharpe@seven.com.au  Brittany Stack BStack@seven.com.au
Infront	Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central Africa Republic, Chad (non-exclusive), Comoros, Congo (Democratic Republic), Congo (Republic), Djibouti (non-exclusive basis by satellite TV and solely in French), Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Ivory Coast, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritius, Mozambique, Namibia, Niger, Nigeria, Rwanda, São Tomé and Príncipe, Senegal, Seychelles, Sierra Leone, Swaziland, Tanzania, Togo, Uganda, Zambia, Zimbabwe	Joerg Polzer joerg.polzer@infrontsports.com	Sky Network	Cook Islands, Federal States of Micronesia, Fiji, Kiribati, Marshall Islands, Nauru, New Zealand, Niue, Palau, Samoa, Solomon Islands, Tonga, Tuvalu, Vanuatu	Chris Major Chris.Major@sky.co.nz  Sue Hamilton Sue.Hamilton@sky.co.nz
Japan Consortium (JC)	Japan	ichiko.y-lc@nhk.or.jp	Sony (SET)	Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, Sri Lanka	Kaumudi Naithani Kaumudi.Naithani@setindia.com
			Supersport	Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Comoros, Congo, Democratic Republic of Congo, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Ivory Coast, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritius, Mozambique, Namibia, Niger, Nigeria, Rwanda, São Tomé and Príncipe, Senegal, Seychelles, Sierra Leone, South Africa, St Helena and Ascension, Swaziland, United Republic of Tanzania, Togo, Uganda, Zambia, Zimbabwe	Clinton van der Berg clinton.vanderberg@supersport.com
			TSG	Russia	Yuliya Gabysheva YGabysheva@telesport.group
			IMG	Flights and ships - worldwide	Gary Double Gary.Double@img.com
			Televisa	Mexico	Diego Solano disolanou@televisa.com.mx
			TV Publica	Argentina	Gabriel Valentini gvalentini@tvpublica.com.ar
			TVN Chile	Chile	Isabel Rodriguez isabel.rodriguez@tvn.cl

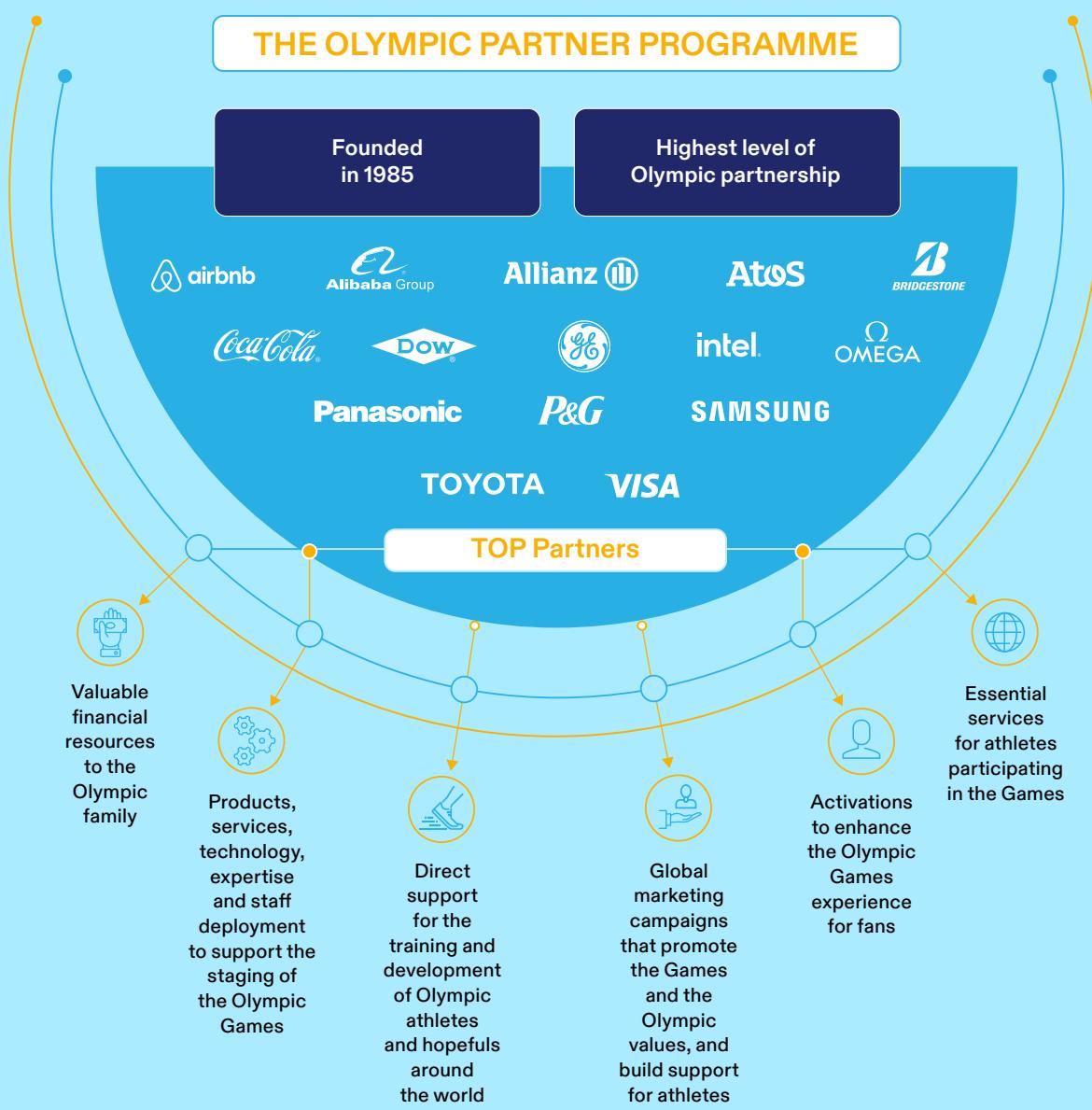
# OLYMPIC PARTNERSHIPS



The 15 companies that are part of The Olympic Partner (TOP) Programme will play a vital role in the successful staging of Tokyo 2020

“The long-term support of our global partners means the Olympic Movement is able to enjoy financial stability and operational support, which helps to overcome challenges, such as those the world has faced over the last 18 months. And by redistributing 90 per cent of the revenues it generates, the IOC is also able to support sport and athletes globally, all year round.”

Thomas Bach, IOC President



Support from the business community is crucial to the staging of the Games and the operations of every organisation within the Olympic Movement, including funding, technical services, and products.

The Olympic Partner (TOP) programme is the highest level of Olympic sponsorship, granting category-exclusive marketing rights to the Summer, Winter and Youth Olympic Games to a select group of global partners.

The programme – which was created by the IOC in 1985 – attracts some of the best-known multinational companies in the world. Through their support, Olympic partners provide the foundation for the staging of the Olympic Games and help athletes from over 200 nations participate on the world's biggest sporting stage.

**“Without the support of our Worldwide Olympic Partners, without their technology, expertise, people, services, products and financing, the Olympic Games would simply not be possible.”**

Jiri Kejval, Chair of the IOC Marketing Commission

The following pages outline the essential contributions that the Worldwide Olympic Partners have made to the successful staging of the Olympic Games Tokyo 2020.

## Purpose-led partnerships

The IOC is now working even more closely with its Worldwide Olympic Partners to achieve its goal of building a better world through sport.

These world-leading brands share the same values as the IOC, and through new purpose-led initiatives they are now working together to use sport as a tool for social change in areas such as:



Gender equality



Sustainability



Education



Inclusion and diversity



Peace and development

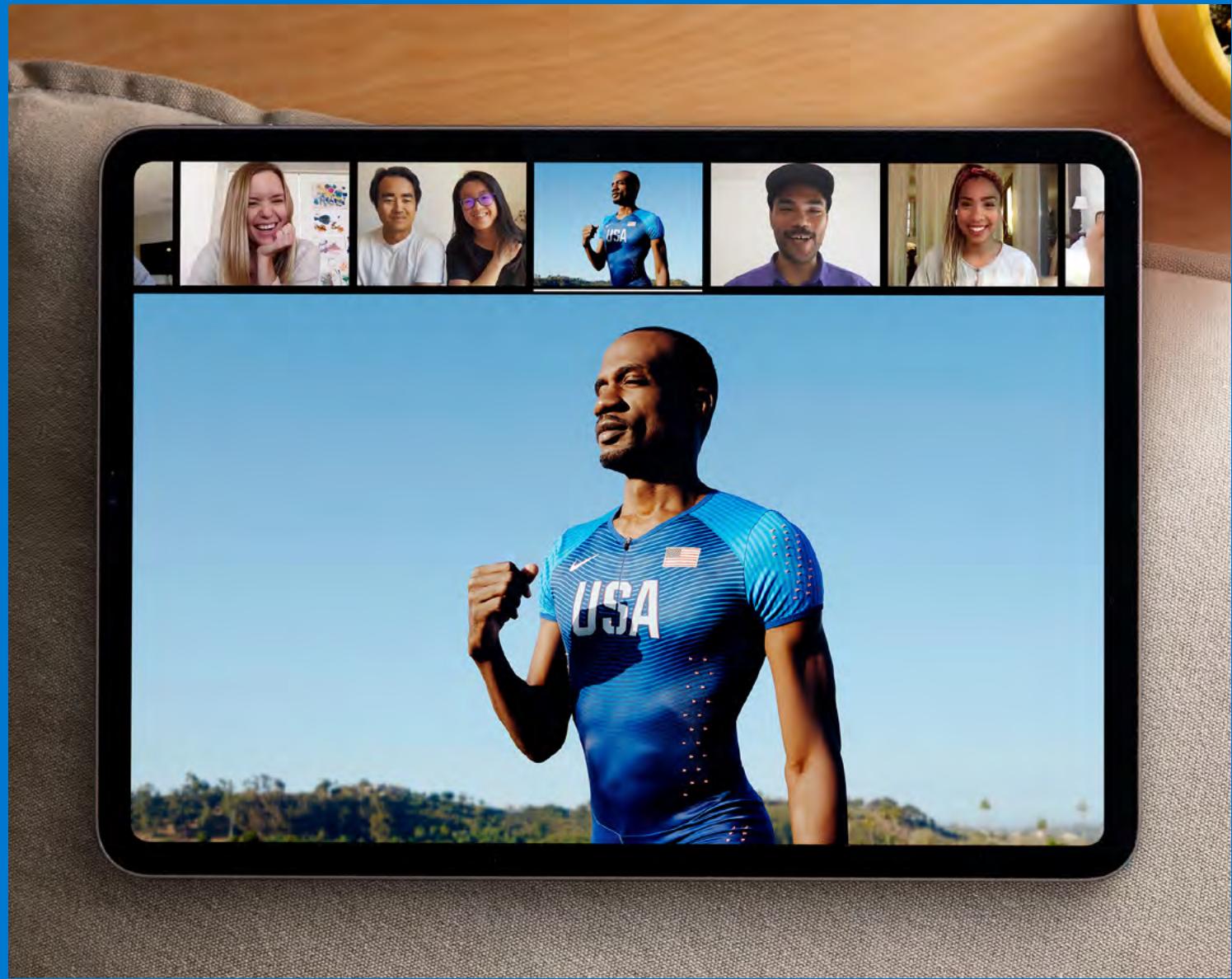


Youth empowerment

By joining forces to work towards their common goals, the IOC and its partners hope to make an even greater impact, and connect with their audiences around causes they all believe in.

This purpose-led collaboration will now be a key pillar in future Olympic partnerships, further enabling the IOC to work towards its goal of building a better world through sport.

# AIRBNB



Airbnb and the IOC launched Olympian and Paralympian Experiences online in 2020

“Our Olympic partnership will ensure that the Games are the most inclusive, accessible and sustainable yet, and leave a lasting positive legacy for athletes and host communities. Airbnb’s mission is to create a world where anyone can belong anywhere, and we are proud that the Olympic spirit will be carried by our community.”

**Joe Gebbia**, Airbnb Co-Founder



IOC President Thomas Bach with Airbnb Co-Founder Joe Gebbia

In 2019, Airbnb became the 14th Worldwide Olympic Partner, providing unique accommodations and unique experiences services to the Olympic Movement, the athlete community and fans worldwide through 2028.

As a deeply value driven company with a long track record in economically empowering communities, Airbnb's partnership with the IOC is focused on supporting athletes while creating memorable experiences for fans worldwide.

For the Olympic Games Tokyo 2020, Airbnb will uncover the human side of athletes by giving fans a chance to connect with their heroes like never before, while also bringing the magic of the Games to the world with the aim of uniting people again under the power of sport and connection.

## GAMES TIME EXPERIENCES

In 2020, Airbnb and the IOC launched Olympian and Paralympian Experiences – one of the largest long-term athlete support programmes the IOC has with a TOP Partner – in an effort to provide direct earning opportunities through hosting to athletes, while offering fans a meaningful way to connect with their heroes.

This year, Airbnb will bring the magic of the Games to the homes of fans around the world with Games Time Experiences – a unique selection of online experiences that will give people the chance to engage with the Games like they've never done before.

From watching and commenting on the Games live with retired Olympians, to experiencing behind-the-scenes action live from Tokyo, Airbnb's Games Time Experiences will spread the Olympic spirit to fans around the world.

## ATHLETES STAYS... MADE POSSIBLE BY HOSTS

In early 2021, Airbnb launched a new brand campaign, Made Possible by Hosts, through a series of videos made using real photographs from guests staying in the homes of Airbnb hosts around the world, with the aim to celebrate the uniqueness of hosted travel.

With thousands of athletes already using the platform for travel needs related to training, qualification and competition, this summer the campaign will turn the spotlight on how Olympians and Paralympians travel with Airbnb.

With two new spots launching during Games time, Airbnb will tell the stories of athletes who stayed in Airbnb homes for training. The stories will bring to life the way these athletes celebrated the joy of human connection, privacy of their own space and the flexibility that makes hosted stays unique and perfect for athletes.

## UNIQUE STAYS

Airbnb has a long history of offering its guests exclusive access to special locations. For the Olympic Games Tokyo 2020, Airbnb will partner with some of the greatest athletes worldwide to offer fans memorable sports-themed stays. From unique home wishlists for sports lovers curated by athletes to an exclusive one-off dreamy stay hosted by a basketball star, Airbnb stays this summer will be in the name of sport.

## MEDIA CONTACT

### AIRBNB PRESS OFFICE

✉ [tokyo2020press@airbnb.com](mailto:tokyo2020press@airbnb.com)

For more information, visit [news.airbnb.com](http://news.airbnb.com)



[twitter.com/airbnb](https://twitter.com/airbnb)



[instagram.com/airbnb](https://instagram.com/airbnb)

# ALIBABA GROUP



The IOC and Alibaba Group at the launch of the first-ever Olympic store on Tmall, China's largest B2C marketplace for brands and retailers

**“We are proud to play a key role to digitally transform the Olympic Games, and to connect more young people to the Olympic Spirit.”**

Daniel Zhang, Chairman and CEO, Alibaba Group

Alibaba Group is the world's largest retail and mobile commerce company. To fulfil its mission "to make it easy to do business anywhere", it enables businesses to transform the way they market, sell and operate. It provides the fundamental technology infrastructure and marketing reach to help merchants, brands and other businesses to leverage the power of the Internet to engage with their users and customers. Its businesses are comprised of core commerce, cloud computing, digital media and entertainment, innovation initiatives and others. Its long-term strategic goal is to serve two billion consumers and support 10 million small businesses globally.



Alibaba Group Chief Marketing Officer Chris Tung unveils the Alibaba Cloud Gallery, a creative campaign at the Narita Airport in Tokyo. The campaign aimed to combine sports, art and culture with technology to enhance the experience of the Olympic Games.

## LANDMARK PARTNERSHIP

In January 2017, Alibaba announced a landmark partnership with the IOC through 2028. Joining the TOP worldwide sponsorship programme, Alibaba became the official “Cloud Services” and “E-Commerce Platform Services” Partner of the IOC, as well as a Founding Partner of the Olympic Channel. At the time of the announcement, Alibaba was the first company to enter into a long-term partnership with the IOC through 2028.

## REIMAGINING THE FUTURE OLYMPIC GAMES EXPERIENCE

Alibaba is committed to helping the IOC transform the Olympic Games experience to be more connected, engaging, secure and efficient for all members of the Olympic Family and hundreds of millions of fans around the world.

As the “Cloud Services” Partner, Alibaba provides best-in-class technologies to enhance the experience for event organisers, fans, athletes and broadcasters. Its cloud infrastructure and services help digitally transform the Games through reducing costs for broadcasters, improving the fan experience even remotely, reducing COVID-19 health risks and increasing efficiencies for athlete training.

As the “E-Commerce Platform Services” Partner, Alibaba helps the IOC engage and connect with fans seeking official Olympic-branded merchandise. [In 2018, the IOC launched its first-ever online store on Tmall, China's largest B2C marketplace operated by Alibaba](#). Visitors to the online store can access an array of Olympic products and licensed collections ranging from fashion apparel to pins and other memorabilia. [On July 23 2020, the IOC launched an official content portal on Tmall to engage with Chinese fans, marking the one-year-to-go milestone to Tokyo 2020.](#)

## OLYMPIC GAMES ON THE CLOUD

In 2018, Alibaba and Olympic Broadcasting Services (OBS) launched OBS Cloud, an innovative broadcasting platform that operates entirely on the cloud. The technology creates an optimal broadcasting environment for Rights Holding Broadcasters (RHB) and enables a host of new ways to tell the stories of the Olympic Games and athletes.

After successful testing at the Youth Olympic Games (YOG) Buenos Aires 2018 and Winter YOG Lausanne 2020, OBS Cloud will be made available to all RHBs for the first time at the Olympic Games Tokyo 2020. The broadcast footprint at the Olympic Games Tokyo 2020 is expected to be 30 per cent smaller than it was at Rio 2016, while content production will be up by about 30 per cent. [Learn more on how OBS Cloud will transform and digitise how RHBs cover the Olympic Games from Yiannis Exarchos, CEO of OBS.](#)

## MEDIA CONTACTS

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For further information, visit Alibaba's corporate news site [www.alizila.com](http://www.alizila.com)



[twitter.com/AlibabaGroup](http://twitter.com/AlibabaGroup)



[youtube.com/AlibabaGroup](http://youtube.com/AlibabaGroup)



[facebook.com/alibabagroupofficial](http://facebook.com/alibabagroupofficial)



[instagram.com/alibaba.group](http://instagram.com/alibaba.group)



[weibo.com/aligroup](http://weibo.com/aligroup)

# ALLIANZ

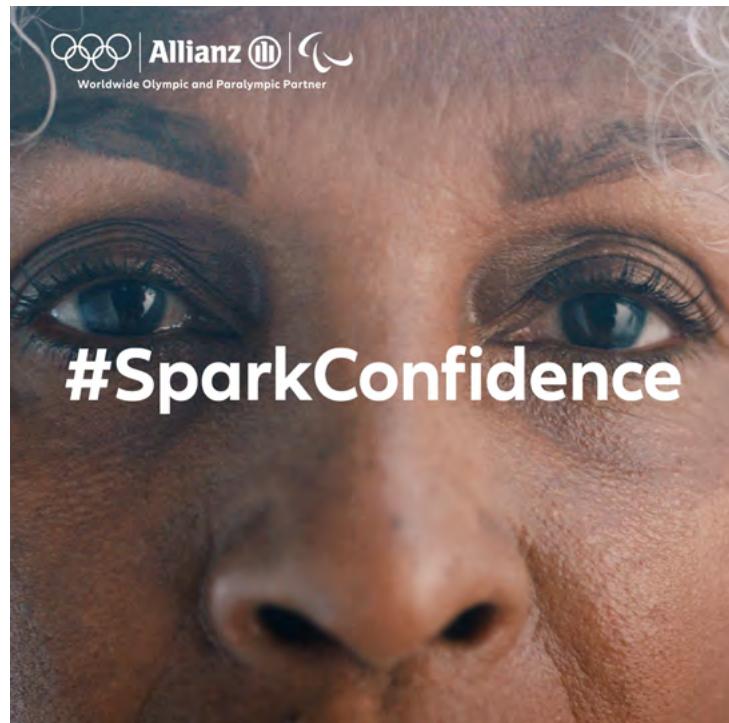


The Allianz Support Dog Squad is one way the insurer is getting behind athletes

**“Based on the shared core values of excellence, friendship, inclusion and respect, we at Allianz are excited to care for athletes and their ambitions.”**

Oliver Bäte, Chief Executive Officer of Allianz SE

The Allianz Group is one of the world's leading insurers and asset managers with more than 100 million\* private and corporate customers in more than 70 countries. Allianz customers benefit from a broad range of personal and corporate insurance services, ranging from property, life and health insurance to assistance services to credit insurance and global business insurance. Allianz is one of the world's largest investors – for its insurance customers and of third-party assets.



The #SparkConfidence movement encourages everyone to share their stories of who or what gives them confidence

## GETTING BEHIND THE OLYMPIC & PARALYMPIC MOVEMENTS

Allianz officially began its eight-year worldwide insurance partnership with the Olympic and Paralympic Movements on 1 January 2021, building on a collaboration with the Paralympic Movement since 2006.

Since announcing the partnership in September 2018, Allianz has engaged fans, athletes, teams and employees through health across four pilot markets – Australia, China, France and Spain.

Allianz presented the Australian Olympic Committee's Wellbeing Week to showcase ways to improve mental health, and also worked with the Paris 2024 Organising Committee to encourage people to walk and run for "Club Paris 2024" – an initiative to move and be part of the Games.

Now that its partnership is worldwide, Allianz is beginning to expand local initiatives to connect with athletes and fans across the world. Its partnership focuses on the power of sport to unite people, and is about getting behind the hopes, challenges and needs of athletes and the wider Olympic and Paralympic Movements.

To name a few, Allianz will engage youth with the spirit and values of the Movements at Allianz Sports Camps through trying sports, building friendships and learning from athletes. Allianz announced the Support Dog Squad on Olympic Day, providing emotional support dogs to help this year's athletes.

The insurer also introduced "The Pause" ahead of its launch in 2021 – a podcast that will put a spotlight on those supporting athletes' mental health. Additionally, Allianz is hiring athletes in countries across the world and running Athlete Buddy Programmes in different markets to offer employees the chance to be mentored by an athlete and explore different development topics together.

And, as a leading insurer, it will also support the Movements with tailored insurance solutions and services.

## #SPARKCONFIDENCE – SHARE YOUR STORY AND BECOME PART OF THE MOVEMENT

As one of the world's leading insurers, Allianz knows that in times of uncertainty, people seek stability, trust and want to have confidence in tomorrow. Through the #SparkConfidence movement, it wants to inspire people and show that even the strongest among us don't go it alone, they have people in their corner that support them for what's ahead. The movement encourages each of us to take a moment and reflect on where we get our confidence from and see how they drive us to feel more self-assured in tomorrow.

Starting both within Allianz and on social media, the company will be encouraging athletes, employees, volunteers and fans to share their story of what or who gives them confidence. The movement will bring Allianz's brand promise of Confidence in Tomorrow to life and show how it cares and gets behind the people and moments that matter in people's lives.

## FOR WHAT'S AHEAD

Allianz's partnership doesn't stop at the Olympic Games. It will continue to get behind the Olympic and Paralympic Movements in markets around the world – from supporting athletes in their careers, either as ambassadors or as employees, to delivering insurance solutions and services.

\* Including non-consolidated entities with Allianz customers.

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# ATOS



Atos will help deliver the results from every Olympic event to the world's media in real-time

“Tokyo 2020 will be the most connected Olympic Games in history. As a trusted partner of the IOC, Atos’ integration and digital technology expertise will allow all the Olympic family to enjoy the Games anywhere in the world.”

Patrick Adiba, Head of Major Events, Atos

Atos has been a key technology provider for the Olympic Movement since 1989 and the Worldwide IT Partner since 2001.

Behind the scenes, the Atos team bring their trusted digital expertise and long-term experience – more than 30 years for the Olympic Games and 20 for the Paralympic Games – to ensure the successful delivery of every event.

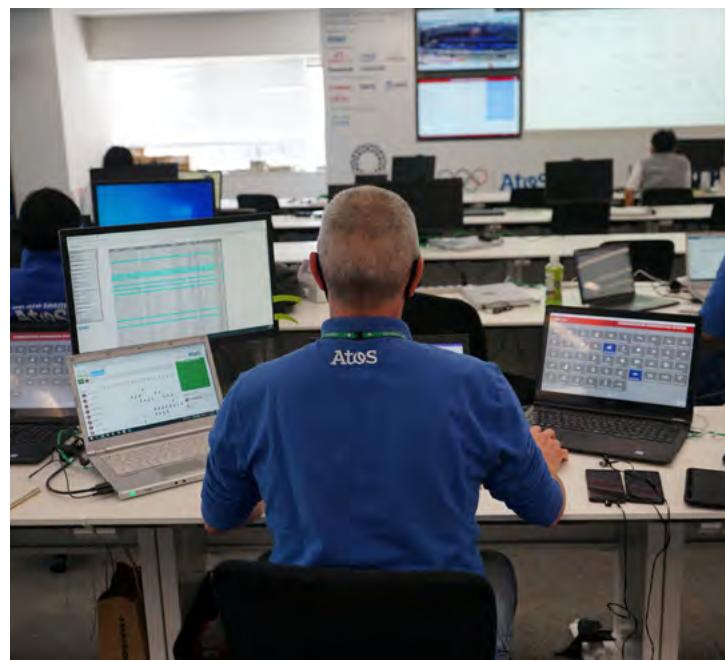
For Tokyo 2020, several adaptations have had to be made to provide the ever-more-critical digital services Atos delivers to the event, which will be the most connected Olympic Games in history.

By quickly adapting to the COVID-19 pandemic, Atos shown resilience and flexibility to enable fans and all stakeholders worldwide to keep track of their favourite athletes.

Like athletes, Atos experts have prepared for the event years in advance. When it comes to the Olympic Games, there are no second chances. In 2020, they completed the first phase of technology rehearsals digitally, managing 24/7 operations remotely from Barcelona and capitalising on the Atos sustainable cloud delivery model of build once, use many times.

To ready the results diffusion services, Atos provides data to the official Tokyo 2020 application and website, including the results page, athletes' biographies and medal tables. Testing has been thorough; the team increased the volume of data by 30 per cent during these testing phases in anticipation of more connections than originally planned. Fans, journalists and commentators will follow competitions remotely around the world, and their experiences must be frictionless.

With the circumstances following the COVID-19 pandemic, Tokyo 2020's objective is to ensure safe and secure Games for athletes and all event stakeholders. As a trusted partner, Atos will play its part by digitally securing the critical services needed for the successful delivery of the most connected Olympic and Paralympic Games in history.



The Technology Operations Centre will be the nerve centre for technology at Tokyo 2020

## INNOVATIONS FOR TOKYO 2020

- **Cloud:** For the first time during a summer edition of the Olympic Games, Atos will deliver and fully manage all critical IT services remotely through the cloud. This approach enhances delivery consistency, efficiency, and effectiveness. Atos has also implemented cloud-native applications for the first time in Tokyo, improving efficiency by allocating sufficient resources – a sustainable method to develop applications.
- **Edge computing:** For the first time in Tokyo, Atos will orchestrate edge computing in competition venues. Competition data collected at the venues will be processed and transmitted in real-time with the support of on-venue local edge techniques.
- **Advanced Access Control System (AACS):** The most innovative access control system in Olympic history. The AACS will ensure accredited Olympic family members can safely and efficiently access the hundreds of venues' entry points. Atos is responsible for the overall AACS and will reinforce security systems at the event with Panasonic solutions and with the integration of NEC software.
- **Modernisation of applications:** For Tokyo 2020, Atos has enhanced digital transformation through the modernisation of applications. While apps were previously arranged by user type, Atos has evolved to microservices to improve productivity and speed.

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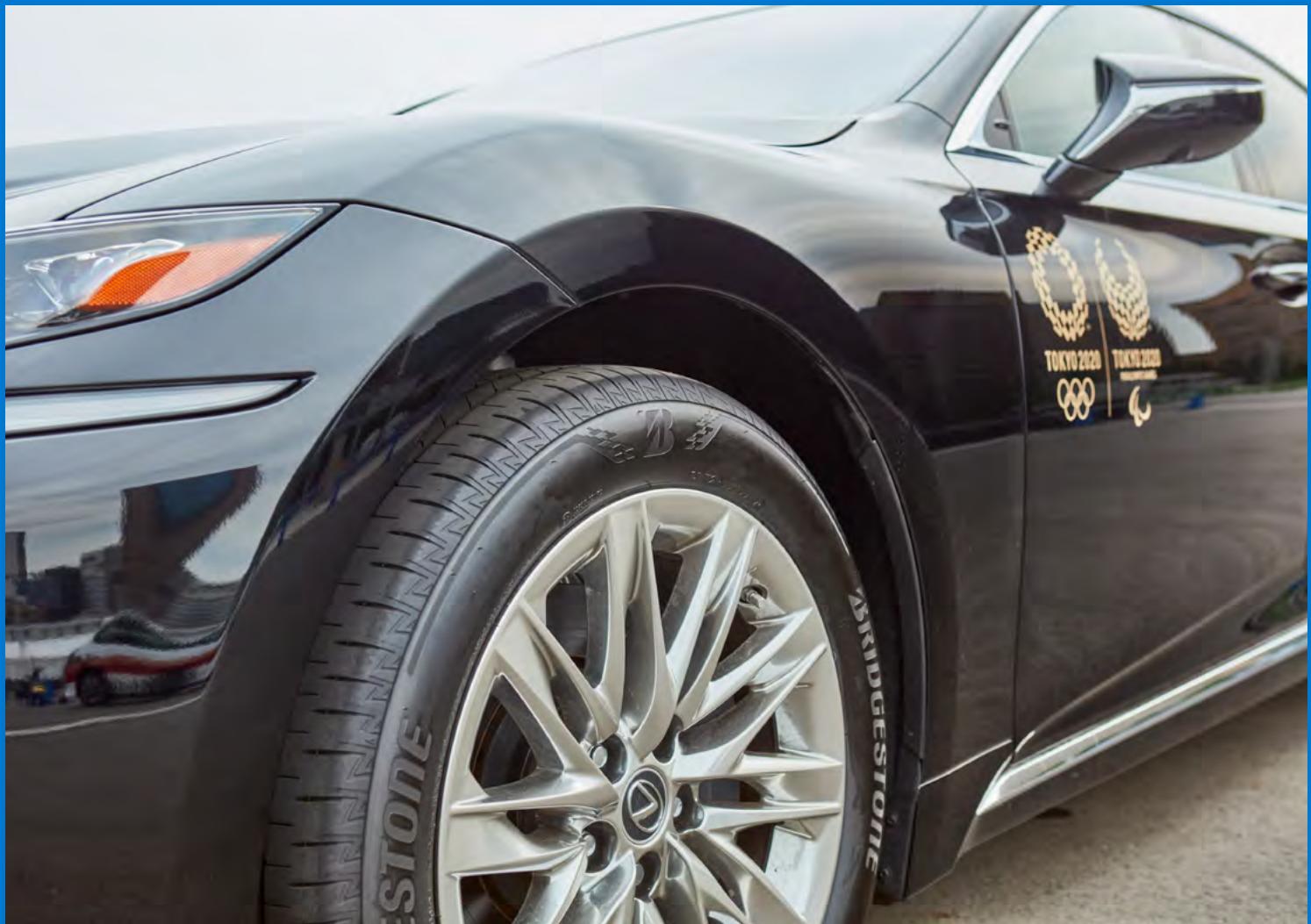


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# BRIDGESTONE



Bridgestone's high-performing tyres will be fit on more than 3,000 Games-time vehicles

“In this era of extraordinary social and economic change, the Bridgestone mission to serve society and contribute to its advancement is more relevant than ever. These core values align with the spirit of the Olympic and Paralympic Movements, and they are represented in our support of the incredible athletes who embody the perseverance and passion needed to overcome adversity.”

**Shu Ishibashi**, Member of the Board, Global CEO and Representative Executive Officer, Bridgestone Corporation

The Olympic and Paralympic Games Tokyo 2020 are a special moment for Bridgestone as the only Worldwide Olympic and Paralympic Partner with its global headquarters located in the host city.

Already one of the world's largest tyre and rubber companies, Bridgestone is also a global leader providing sustainable mobility and advanced solutions. The company was founded in Japan 90 years ago with the mission of "Serving Society with Superior Quality," and this commitment continues into the future through its vision to provide social and customer value as a sustainable solutions company. Bridgestone strives to improve the way people move, live, work and play through all of its activities, and will demonstrate these efforts through its support for the Olympic and Paralympic Games Tokyo 2020.

## BRIDGESTONE AT THE OLYMPIC AND PARALYMPIC GAMES TOKYO 2020

In addition to serving as the Official Tyre of the Olympic and Paralympic Games, Bridgestone will contribute a wide range of solutions, services, and expertise to help support a safe and smooth Games-time experience for everyone involved. As a global leader in sustainable solutions beyond tyres, this includes supplying a variety of innovative, diversified products and services that are engineered to support reliable and accessible mobility, earthquake readiness, building efficiency and more. The highlights include:

- Keeping the official IOC and IPC fleets in motion by providing its high-performing tyres to fit more than 3,000 vehicles, including cars and buses, unique concept vehicles that will help move athletes and officials, competition support vehicles, and more. Bridgestone is also offering its network of automotive service centres in Japan to provide regular tyre checks and any necessary tyre services.
- Supplying more than 800 non-motorised bicycles that will offer convenient mobility for Tokyo 2020 staff, volunteers, and athletes.
- Ensuring earthquake-ready venues through the cutting-edge seismic isolation bearings installed at the Tokyo Aquatics Centre and Ariake Arena. These flexible structural supports isolate a structure from the ground to help reduce the spread of seismic shock and decrease the chance of damage in the event of an earthquake.
- Supplying specially-designed track bicycles for Team Japan athletes competing in the sprint events at Tokyo 2020.
- Applying its tyre and rubber expertise to develop advancements in equipment for Team Bridgestone Para athletes in Japan, including rubber soles for prosthetic running blades and tyres for wheelchair tennis players.



Bridgestone will supply more than 800 non-motorised bicycles that will offer convenient mobility for Tokyo 2020 staff, volunteers, and athletes

## EMPOWERING ATHLETES – AND ALL INDIVIDUALS – TO CHASE THEIR DREAMS

Bridgestone has long believed in the power of sport to excite, unite, and inspire people across all borders and backgrounds. The company's global Olympic and Paralympic message, "Chase Your Dream," aims to empower people of all abilities to persevere through adversity in pursuit of their dreams, and it resonates now more than ever.

Team Bridgestone athlete ambassadors are the primary voices for these efforts, and the company is proud to help support the journey of inspiring athletes around the world who serve as the heart of the Olympic and Paralympic movements. Currently, Bridgestone has partnerships with more than 70 inspiring Olympians, Paralympians, and hopefuls in 20 countries to represent the brand as ambassadors – its largest global Team Bridgestone roster to date.

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# COCA-COLA



The Coca-Cola Company has supported 13 Olympic Torch Relays

“Coca-Cola is proud to be a Worldwide Olympic and Paralympic Partner for Tokyo 2020. We are honoured to be a part of the movement that makes it possible for athletes from all over the world to come together to pursue their dreams and be a part of history. As Presenting Partner for the Tokyo 2020 Olympic Torch Relay, our goal is to spread the excitement of the Olympic spirit by offering a once in a lifetime opportunity to be part of the Olympic Movement.”

**Manolo Arroyo**, Global Chief Marketing Officer,  
The Coca-Cola Company

## OLYMPIC & PARALYMPIC GAMES

Coca-Cola has supported every Olympic Games since 1928 and will once again refresh Olympic athletes, officials, volunteers and fans with its beverages and engage consumers during Tokyo 2020, which marks The Coca-Cola Company's first Games as a Worldwide Partner of both the Olympic and Paralympic Games.

Coca-Cola has been a proud supporter of the Paralympic Movement since it became a presenting partner at Barcelona in 1992, and the company is excited to take its partnership with the Paralympic Movement to new heights as part of the Tokyo 2020 Paralympic Games.

In addition, The Coca-Cola Company is committed to fostering an inclusive culture that reflects the diversity of the markets it serves. It is proud to join other business leaders in The Valuable 500, which seeks to place the inclusion of people with disabilities on the agendas of business leaders within the company and around the world.

## SUSTAINABILITY

Coca-Cola System Japan supports the Olympic Games Tokyo 2020 sustainability concept: "Be better, together - For the planet and the people." Together with the Tokyo 2020 Organising Committee and other partners, Coca-Cola is working to realise a more sustainable society in Japan and around the world, through the three themes of resources, inclusion and communities.

- **Resources:** Along the route of the Tokyo 2020 Olympic Torch Relay, Coca-Cola has been distributing 100 per cent recycled PET bottle products. Most of the bottles distributed and consumed at the competition venues will be turned into Coca-Cola products again through bottle-to-bottle recycling. Tokyo 2020 Olympic Torchbearer uniforms are made in part from fibres made from recycled PET bottles collected within The Coca-Cola System. Recycled PET bottle fibres are also used for the prefectural muffler towels distributed along the route and for the uniforms of Coca-Cola employees and volunteer staff. Finally, Coca-Cola will be providing every Olympian with a Powerade-branded squeeze bottle, while Paralympians will receive Aquarius-branded bottles.

- **Inclusion:** Team Coca-Cola is recruiting 80 Placard Bearers, who will lead the Parade of Nations as part of the Olympic and Paralympic Opening Ceremonies. As athletes from around the world come together at the Opening Ceremonies, bringing their unique and diverse personalities, Coca-Cola believes that the Placard Bearers will play a very important role in helping to celebrate this diversity. Coca-Cola hopes to recruit a diverse group of people, of all genders and backgrounds; people who wish to experience this once-in-a-lifetime opportunity to lead the Olympic and Paralympic athletes into the Opening Ceremonies. Coca-Cola Japan also supports Pride House Tokyo, a pop-up information centre and events venue that aims to create a permanent safe space for the next generation of LGBT+ youth as an enduring legacy of the Olympic and Paralympic Games Tokyo 2020.

- **Communities:** Coca-Cola Japan and five bottler companies are supporting the Olympic Games Tokyo 2020, along with customers across the country, by installing "Olympic and Paralympic Support Vending Machines" where a portion of the proceeds will be donated to the athletes. Several thousand Olympic and Paralympic Support Vending Machines have been installed nationwide.

## OLYMPIC TORCH RELAY

Starting with the Olympic Games Barcelona 1992, The Coca-Cola Company has supported 13 Olympic Torch Relays, helping to recruit more than 126,000 torchbearers. Coca-Cola torchbearers have run over 400,000km – the equivalent of running around the Earth ten times – and Coca-Cola has refreshed and entertained hundreds of millions of fans along the way.

As a Presenting Partner of the Tokyo 2020 Torch Relay, Coca-Cola held a nationwide Olympic Torchbearer recruitment campaign in summer 2019 to ignite public attention for the coming Games and participation in the Olympic Torch Relay.

For the 121 days of the Olympic Torch's journey across all 47 of Japan's prefectures, the Coca-Cola sponsored convoy truck and Team Coca-Cola have been engaging the public and bringing excitement and enthusiasm for the start of the Games.

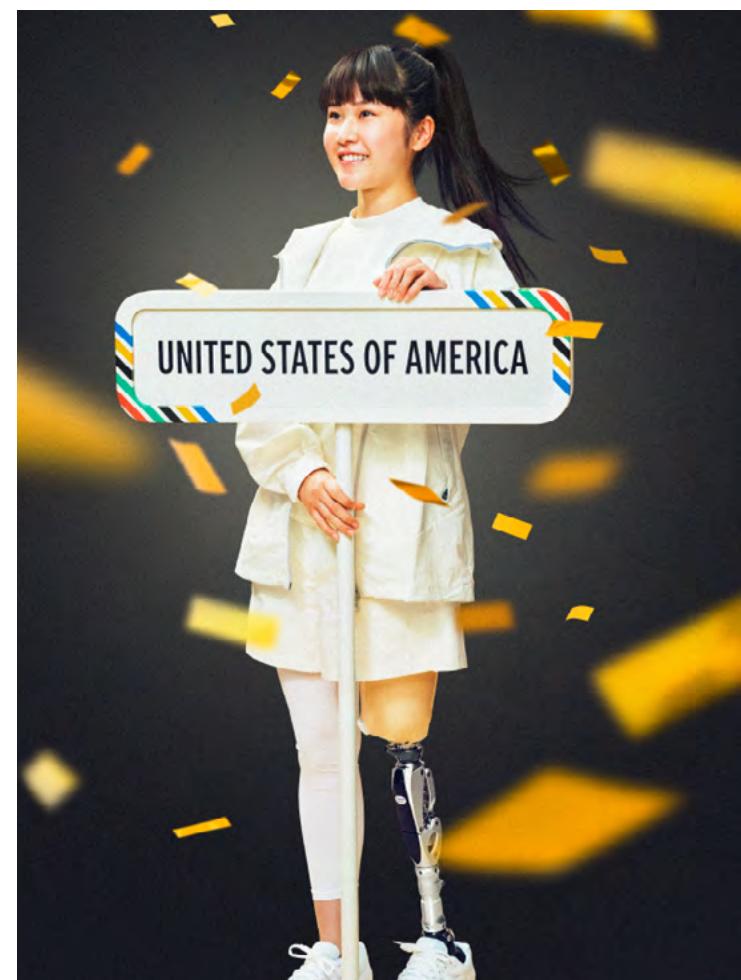
## PLAYNATION GAMES HUB

In addition to its incredibly popular loyalty mobile application in Japan, Coke ON, Coca-Cola has developed a virtual brands experience for the Olympic Games Tokyo 2020 called PLAYNATION. PLAYNATION has transformed brand experiences into the digital space. The Coke ON app is driving engagement while contributing to the digital transformation of the fan experience. This is especially important this year given the reduced number of fans allowed along the Torch Relay route and in attendance at the Games. PLAYNATION provides a platform for Coca-Cola to engage with fans in Japan, and abroad.

The PLAYNATION hub provides group experiences and games that can be played anywhere, whether through the Virtual Torch Relay, or gamification experiences. Coca-Cola will offer exclusive video content through unlockable rewards based on user engagement across the platform released throughout the Games.

## PINS

Coca-Cola has been at the heart of pin trading, a treasured fan experience that celebrates the spirit of the Games, since the Olympic Winter Games Calgary 1988. In light of the pandemic, the Olympic Games Tokyo 2020 required events on the ground to look a little different this year. For example, Coca-Cola is working in partnership with Amazon to give away pins representing each of Japan's 47 prefectures to consumers who purchase eligible Coca-Cola beverage products across the portfolio. The company has also launched a digital pin initiative running via the Coke ON app in Japan, which allows users to trade and collect pins digitally. This is an important activation in driving vending machine transactions and engaging with fans safely across the country.



Coca-Cola is recruiting 80 Placard Bearers, who will lead the Parade of Nations as part of the Olympic and Paralympic Opening Ceremonies

## COVID-19

The health and safety of everyone who participates in the Olympic and Paralympic experience is of paramount importance to Coca-Cola. The company remains committed to working together with the IOC, the International Paralympic Committee (IPC) and the Tokyo 2020 Organising Committee to create successful and safe events that adhere to the outlined playbooks with the flexibility and agility to adjust plans as necessary.

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# DOW



Tokyo's new Olympic Stadium has been constructed with multiple Dow technologies in paints, coatings, insulation and wiring

**“Dow is proud to support the Olympic Movement, which has a long tradition of celebrating the enduring human spirit. As the Games’ Official Chemistry Company, it is a distinct honour for us to demonstrate the powerful connection between sport and science on the world’s largest athletic stage and bring new levels of materials science innovation and sustainability to many Olympic Games”**

Michael Reed, Vice President, Dow Sports Marketing Solutions

A Worldwide Olympic Partner, the Official Chemistry Company of the Olympic Movement, and the Official Carbon Partner of the IOC, Dow combines global breadth, asset integration and scale, focused innovation, and leading business positions to develop premier materials science solutions.

The company's ambition is to become the most innovative, customer centric, inclusive and sustainable materials science company, with a purpose to deliver a sustainable future for the world through materials science expertise and collaboration with partners. Dow's portfolio of plastics, industrial intermediates, coatings and silicones delivers a broad range of differentiated science-based products and solutions for its customers in high-growth market segments, such as packaging, infrastructure, mobility and consumer care.

With a long heritage of innovation and leadership in both high-performance sports and sustainability solutions, Dow has been a supplier of technologies for the Olympic Games since 1980.

From coating emulsions and insulation sealants to elastomers for electronic wiring, Dow continues to support the Olympic Games with solutions that enhance sustainability and serve as a catalyst for better building performance and a more enjoyable experience at Tokyo 2020.



Dow's solutions are present in numerous Tokyo 2020 venues, including the Olympic Stadium

## OPENING CEREMONY AT HISTORIC OLYMPIC STADIUM

Serving as the main venue for the Olympic Games Tokyo 1964, Tokyo's new Olympic Stadium has been reimagined for the Olympic Games Tokyo 2020 and constructed with multiple Dow technologies in paints, coatings, insulation and wiring.

While the eyes of the world are on the athletes, Dow's solutions will be working behind-the-scenes to help enable, protect, enhance and maintain the integrity and performance of key infrastructure systems for the 72,400-square-metre Olympic Stadium.

## LOOK OF THE GAMES

Creating a unique look and feel for the Olympic Games calls for signage and banners to customise the experience and build event atmosphere. Dow is working with Toppan Printing to give such signage a second life, long after the Closing Ceremony.

Dow elastomer technology is used to create a new polyolefin-based fabric for temporary banners with improved recyclability. Once the events have concluded, signage will be collected and upcycled into different products such as benches, floors and more.

## A LASTING LEGACY THROUGH RETROFIT VENUES

The Tokyo 2020 venues are said to represent the proud heritage of Japan, the legacy of Tokyo 1964 and the bright future of Tokyo's urban development. More than half of the 43 Olympic venues are existing facilities, and nine of the retrofit structures are outfitted with building solutions powered by Dow technologies to help elevate the performance and aesthetic of facades, building envelopes and electrical systems while delivering a sustainable legacy.

That legacy includes uniting the old with the new, reimaging retrofit venues to serve the city and its residents for the next decade and beyond. To help bring 50+ year-old facilities to the cutting-edge, Dow technologies are used in the following buildings: Olympic Stadium; Olympic Village; Equestrian Park; Saitama Super Arena; Kasai Canoe Slalom Centre; Sea Forest Waterway; Sea Forest Cross Country Course; Nippon Budokan; International Broadcast Centre and Main Press Centre.

## BRINGING TOGETHER SPORT AND SCIENCE FOR A SUSTAINABLE FUTURE

Dow's ambition is to become the most innovative, customer centric, inclusive and sustainable materials science company. Within Dow's 2025 Sustainability Goals, the Company is collaborating with like-minded partners, including the IOC, to help lead the transition to a more sustainable planet and society. This transformative collaboration unites the platform of sport and the power of science to catalyse the adoption of state-of-the-art technologies for a positive climate legacy.

As the Official Carbon Partner of the IOC, Dow ignites action among organisations both within and outside of the Olympic Movement to adopt technologies and practices that meet local market needs and deliver real third-party verified climate benefits. Alongside customers and key partners, Dow is bringing innovation and carbon expertise to tailored mitigation projects in building energy efficiency, packaging and recycling, and industrial applications.

The cumulative results of Dow's carbon programmes—which include Sochi 2014, Rio 2016 and Dow's carbon partnership with the IOC—have delivered more than 5 million tonnes of CO<sub>2</sub>e reductions, received several external recognitions and have allowed the IOC to become carbon neutral, balancing its operational carbon footprint for the period 2017-2020. Both Dow's 2025 Sustainability Goals and the IOC Sustainability Strategy closely align to the UN's 2030 Agenda for Sustainable Development and the 17 Sustainable Development Goals.

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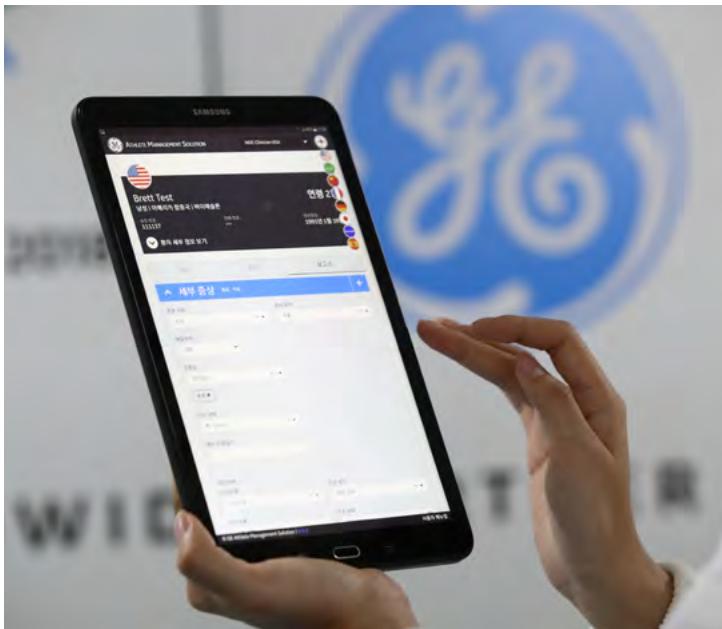
# GE



GE is providing medical diagnostic equipment for the Polyclinic and Games venues

“GE looks forward to providing innovative healthcare, energy, and digital solutions for the Tokyo Olympic Games.”

Eriko Asai, President & CEO, GE Japan



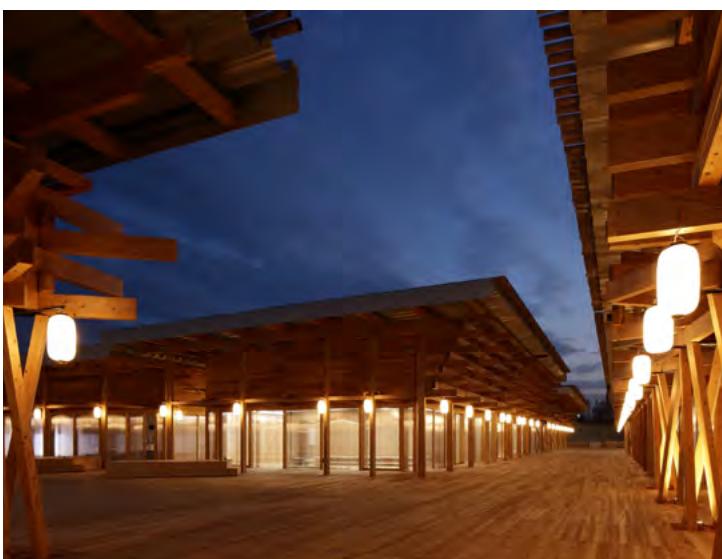
GE's Athlete Medical Records help clinicians provide treatment for athletes at the Games

GE is the exclusive provider of a wide range of innovative products and services that are integral to staging a successful Olympic Games.

From healthcare solutions for athletes to power connectivity across the Olympic venues, GE is delivering critical, innovative services for the Olympic Games Tokyo 2020.

Powered by GE Healthcare's Edison platform, GE's proprietary Athlete Medical Records is a cloud-based solution that will allow medical personnel across the Games to access and manage athletes' medical files in a safe, secure way. This will help clinicians provide proper treatment while protecting athletes' personal medical data. GE is also providing medical diagnostic equipment for the Polyclinic and the venues.

GE Renewable Energy's Grid Solutions will also provide uninterrupted power supplies and switchgear for the International Broadcast Centre, Athlete's Village, and other venues, ensuring stable and continuous power distribution. Meanwhile, GE Digital's centralised Energy Monitoring System (EMS) will enable energy management across 36 event venues for the Olympic and the Paralympic Games. EMS provides real-time visibility of energy use, enabling prompt diagnosis and problem-solving, as well as greater efficiency and reliability.



GE technology will help provide uninterrupted power supplies in the Athlete's Village

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# INTEL

Do something wonderful.<sup>TM</sup>



Intel is working with the IOC to reimagine the future of the Olympic Games through new levels of interaction, connectivity, and fan experiences

“Intel plays a key role in accelerating the adoption of new technologies by working across the Olympic Movement to integrate technology into many facets of the Games – from sporting event operations and sports performance to improvements in host city infrastructure and providing data-rich fan experiences.”

Rick Echevarria, Intel's Vice President and General Manager of Intel's Olympic and Paralympic Programme Office

As a Worldwide Olympic Partner, Intel is working with the IOC to reimagine the future of the Olympic Games through new levels of interaction, connectivity, and fan experiences.

Intel works across the Olympic Movement with other Olympic Partners, National Olympic Committees and Organising Committees to integrate technology into many facets of the Olympic Games – including host city infrastructure, Games operations, athlete performance and data-rich fan experiences.

Beginning with the Olympic Winter Games PyeongChang 2018, Intel has raised the bar by accelerating the adoption of new technologies like 5G, artificial intelligence, immersive media, drones, e-sports event integrations, and other silicon solutions to enhance the Olympic Games.

Intel expands the boundaries of technology to make wonderful experiences possible. Intel is a world leader in the design and manufacturing of essential products and technologies for an increasingly smart, connected world, with a commitment to a purpose of enriching the lives of every person on earth.

Intel is also supporting the Olympic Games and the Olympic Movement in a wide range of areas:

## Athlete Support:

- Athlete 365 Support (Mentorship, Career Development, LinkedIn Learning, and Mindspace)
- Intel Elite Athlete Recruitment Pilot programme
- USOPC Laptop donation with Samsung (providing all Team USA athletes with laptops)

## Innovations/New Technologies for Tokyo 2020:

- 5G Infrastructure
- 3D Athlete Tracking (3DAT)
- Intel True View
- Intel vPro PCs for Tokyo 2020 operations
- Mobileye integration in Tokyo Municipal Government Buses
- Smart Venue/Data Collection Efforts to improve future Games

## COVID Counter Measures:

- USOPC Data Collection Efforts to expedite the re-opening of USOPC facilities
- IOC Data Collection Efforts (Athlete Village main cafeteria and casual dining real-time capacity monitor)
- Intel's USD 50 million Pandemic Response Technology Initiative (PRTI). For additional information on PRTI, [click here](#)

## Sustainability:

- Venue Simulation System

## Gender Equality and Inclusion:

- Intel is now a part of the Valuable 500 (and supporting the #WeThe15 IPC Campaign)
- Intel's USD 20 million RISE Technology Initiative (IRTI). For additional information on RISE, [click here](#)
- Intel announced a new industry coalition, the Alliance for Global Inclusion, and have developed shared diversity and inclusion metrics. For more information on the Alliance for Global Inclusion, please [click here](#)

## Fan Engagement:

- Intel World Open – Intel is engaging fans around the world through this virtual e-sports tournament to connect them to the Olympic Games in new and innovative ways
- Intel True View, VR and 3D Athlete Tracking (3DAT) are bringing fans closer to the action than ever before.

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# OMEGA



At Tokyo 2020, OMEGA will take timekeeping into an exciting new era of motion sensing and positioning technologies

“For the 29th time since 1932, OMEGA is thrilled to be fulfilling the role of Official Timekeeper at the Olympic Games. We know that Tokyo 2020 will be well worth the wait and that every athlete will be eager to make their mark at this prestigious competition. We are looking forward to recording their dreams and bringing our very best timekeeping technology to measure every single event.”

Raynald Aeschlimann, President and CEO, OMEGA

## TOKYO 2020 TIMEKEEPING TECHNOLOGY

For almost 100 years, OMEGA has been developing and evolving the critical timekeeping equipment that athletes, judges and fans depend on at each edition of the Olympic Games. Having long ago surpassed the need for mechanical stopwatches, the Swiss watchmaker now relies on 400 tonnes of state-of-the-art technology, which includes vital tools such as photo-finish cameras, high-resolution scoreboards, electronic starting pistols, quantum timers, and the iconic swimming touchpads.

At Tokyo 2020, the advancements will continue, as OMEGA takes timekeeping into an exciting new era of motion sensing and positioning technologies. Following on from PyeongChang 2018, this ground-breaking revolution will change the way that athletic performance is measured, and also present the sporting events like fans have never seen them before.

From the very beginning of Tokyo 2020, OMEGA will be able to tell the complete story of each event as it happens. The new technologies will be able to capture a comprehensive range of real-time data - such as live speeds, live positions, acceleration, distances between athletes, and even the number of strokes that a swimmer takes.

This competition relevant information will show exactly how an athlete reached their final time and result – ideal for athletes and coaches to understand where they won or lost time. It will also be beneficial for fans, giving them added depth, drama and insight into the sport they're watching.



OMEGA will use 400 tonnes of state-of-the-art technology at the Games

## OMEGA'S TOKYO 2020 WATCHES

Three unique OMEGA timepieces have been created in tribute to the Olympic Games Tokyo 2020. Each one offers a special touch of sporting flair and delivers the perfect keepsake for sports fans and watch collectors.

The Seamaster Aqua Terra Tokyo 2020 Limited Edition is a 41mm stainless steel model notable for its polished blue ceramic dial finished with a laser-engraved Tokyo 2020 emblem. Limited to just 2,020 pieces, the watch is Master Chronometer certified at the Swiss industry's highest standard of precision and magnetic resistance.

The Seamaster Planet Ocean Tokyo 2020 Limited Edition pays tribute to the flag of host country Japan, with its polished white ceramic dial featuring a red lollipop central seconds hand. The 39.5mm case is in stainless steel and includes a white ceramic bezel ring with its diving scale in OMEGA Liquidmetal™.

Finally, the Seamaster Diver 300M Tokyo 2020 completes the range with a 42mm case in stainless steel. The watch is mounted with a blue ceramic bezel ring filled with a white enamel diving scale, while the polished white ceramic dial delivers extra depth provided by the laser-engraved waves. Behind the sapphire crystal on the caseback, there is a transferred Tokyo 2020 emblem.

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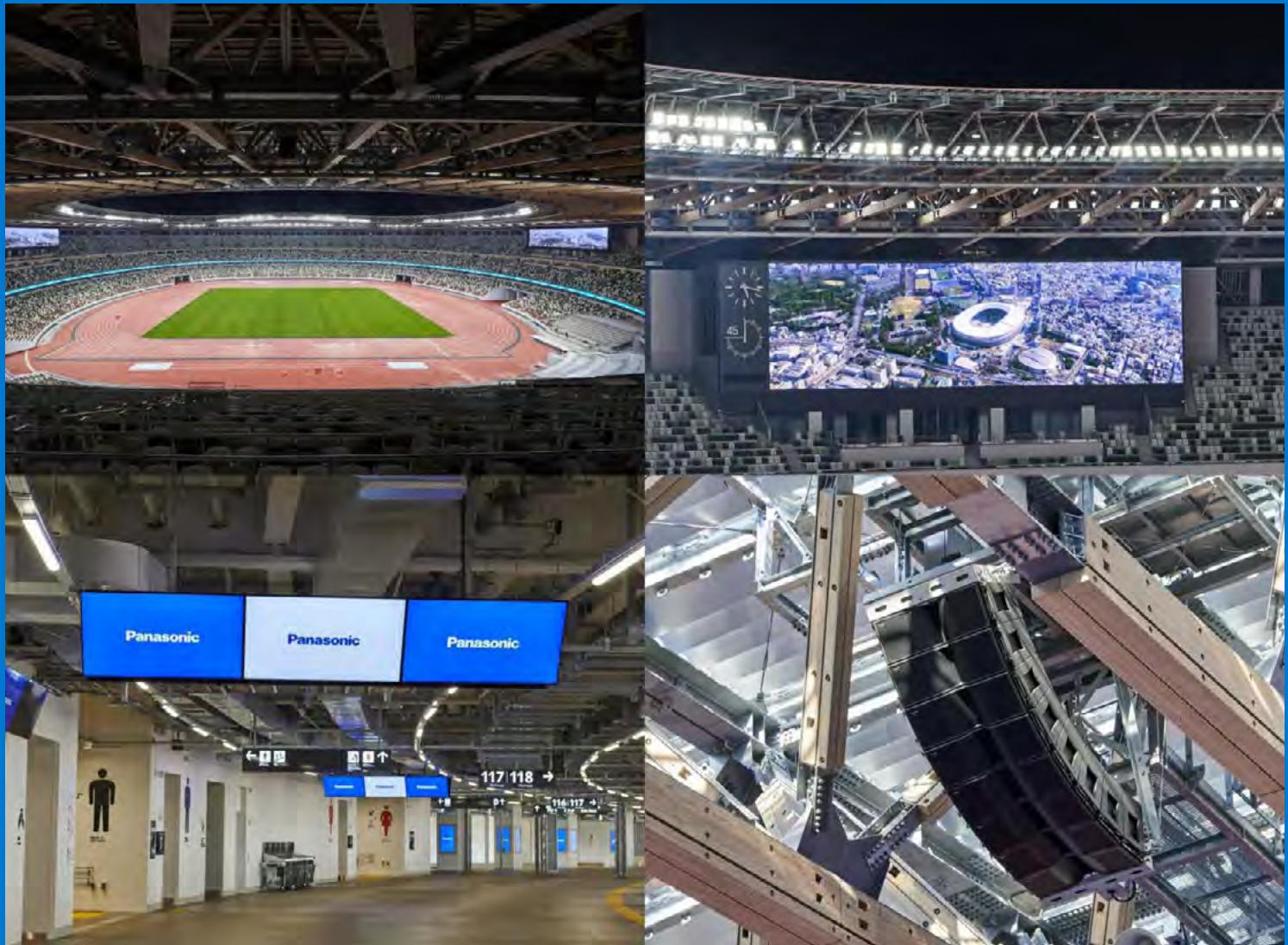
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# PANASONIC



Panasonic's cutting-edge audio-visual equipment will be used throughout Tokyo's Olympic venues

“It is a great honour for Panasonic to be a partner of the IOC and to work with Organising Committees for more than 30 years. We are proud to provide cutting-edge AV equipment solutions that will deliver the sights, sounds, and unique excitement of the Tokyo 2020 Games. In close cooperation with the IOC, we will continue to conduct activities to energise the world.”

Yoshihiro Morii, Executive Officer, in charge of Brand Strategy, Panasonic

Panasonic became a Worldwide Olympic Partner in 1987, when it joined the TOP Programme as a charter member, and for over 30 years has been supporting the Olympic Games with its cutting-edge AV equipment solutions.

## THE TECHNOLOGIES SUPPLIED TO THE STADIUMS

Panasonic unveiled the technologies used to upgrade two Olympic venues in Tokyo, the National Stadium and the Ariake Tennis Park.

To the National Stadium, Panasonic delivered various equipment essential to stadium operation, including large screen displays and audio systems to amplify excitement; stadium lights to illuminate the field and create an unforgettable ambiance for fans; and approximately 600 digital signage systems, the largest delivery of such systems.

The Ariake Coliseum, known as the "apex of Japanese tennis", has been furnished with RAMSA line-array speakers. Panasonic installed thirty-six WS-LA500AWP speakers (two columns of eight speakers and five columns of four speakers) to the existing structure, selected for its significant sound quality. Despite the venue's retractable roof, the system operators are able to adjust sound levels at any time to match each point of the venue. Pre-set parameters create optimal sounds regardless of whether the roof is open or closed.

## OTHER EMERGING TECHNOLOGIES

Panasonic supported the Olympic Games Tokyo 2020 "One Year to Go" ceremony by providing real-time tracking and projection mapping technology. According to company research (as of 24 July 2019), Panasonic achieved the industry's lowest latency between object detection and image transmission at just 0.0016 seconds, or less than one-tenth that of conventional devices.

Panasonic has continued to be a reliable source of energy management solutions for the Olympic Games Tokyo 2020 by supplying the Olympic Village with a complete set of 'zaino' air purifiers along with air conditioning systems equipped with 'nanoe' technology. The products will contribute to the delivery of a safe and secure Games. Panasonic has also provided hydrogen-powered residential heating.

Panasonic's electric bicycles have been used at both the Olympic triathlon and Para triathlon qualification events. During the Olympic Games Tokyo 2020, electric bicycles will be delivered to the cycling track as the lead bicycle.

## YOUTH ENGAGEMENT



Panasonic's Sports Change Makers programme acts as an innovation incubator

Panasonic has spearheaded the innovation incubator programme, "SPORTS CHANGE MAKERS." Students from around the world developed ideas utilising AV technology to cultivate the values and showcase the attractiveness of Olympic and Paralympic sports. This summer, four finalists from regional qualifiers in Tokyo, Beijing, Paris, and Los Angeles will present their ideas to the IOC and the IPC.



Panasonic is a founding partner of the IOC Young Leaders programme

In addition, Panasonic supports the IOC Young Leaders programme as a founding partner. The programme engages and empowers inspirational young people by providing coaching, funding, and granting them a network of mentors to start grassroots sports projects in their communities.

## MEDIA CONTACT

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# P&G



P&G's Your Goodness is Your Greatness film spotlights those who are using their voices and their platforms for positive change

“Over the past decade, we have been honoured to tell the stories of amazing athletes and those who have supported them on the journey to achieving their Olympic and Paralympic dreams. When those dreams were put on hold in 2020, we were inspired as they stepped up to help others and serve their communities. By putting others above themselves and lending their time and resources, these accomplished athletes show that their goodness is their greatness.”

Marc Pritchard, P&G Chief Brand Officer



P&G's "Good is Gold" series includes the inspirational story of diver Tom Daley (Great Britain)

For the Olympic Games Tokyo 2020, Procter & Gamble's campaign is inspired by the many Olympic and Paralympic athletes who are not only achieving athletic greatness but are also stepping up to take action for good, making a positive difference in their communities. Through these acts of good, athletes have shown that their goodness is truly their greatness, and P&G is honoured to tell their stories.

These incredible athletes are the focus of P&G's Olympic Games Tokyo 2020 programme, the latest chapter in P&G's worldwide "Lead with Love" campaign, uniting P&G's longstanding citizenship efforts of Community Impact, Equality & Inclusion and Environmental Sustainability.

## SHINING A LIGHT ON ATHLETES' ACTS OF GOOD

Inspired by athletes doing good in the world, P&G is taking action to encourage even more positive change through the Athletes for Good Fund. With the IOC and the International Paralympic Committee (IPC), P&G is proud to support the efforts of the 52 recipients making positive contributions in P&G's citizenship areas. With more than USD 500,000 in grant funding, the Athletes for Good Fund contributes to [P&G's commitment of 2,021 Acts of Good in 2021](#).

During Tokyo 2020, P&G will be hosting a panel discussion with several recipients to discuss the positive impact of their acts of good, both on and off the field of play.

## UNITING TO ADVANCE ENVIRONMENTAL SUSTAINABILITY

With Tokyo 2020, P&G is using the world's biggest sporting stage to promote environmental sustainability with The Podium Project. In partnership with the Tokyo 2020 Organising Committee and the IOC, the Olympic and Paralympic medal podiums are created from recycled plastic. This meaningful project incited excitement throughout Japan, with the public collection extending to schools, offices and beyond.

Further, P&G is donating more than 60,000 face shields, made from recycled public plastic collection, for those working at Tokyo 2020. At the start of the Games, the brand will celebrate this donation at the P&G Showcasing Pavilion, located in the 2020 Fan Park.

## SHOWCASING LOVE IN ACTION

The film Love Leads to Good explores the important role parents have in raising their children to be good people. It shows the moments of teaching that build a child into a champion – as an athlete and as a human being – depicting how the choice to be a good person, above all else, reflects the lessons of love taught by those who raise them. The film is available [here](#).

In celebration of the athletes who show their goodness on and off the field of play, the Your Goodness is Your Greatness film spotlights those who are using their voices and their platforms for positive change. It demonstrates to the world that the true measure of greatness is goodness. To view the film, [click here](#).

P&G's global Tokyo 2020 campaign includes a documentary-style film series co-created with the IOC entitled "Good is Gold," which tells the moving, real-life stories of four Olympic and Paralympic athletes and hopefuls as they take action against bias and inequality. You can view the films at [www.olympics.com/PG](#).

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# SAMSUNG



Samsung's support of Tokyo 2020 includes providing athletes with exclusive phones, engaging fans at its Galaxy Harajuku showcase, and launching the #StrongerTogether Challenge

“Samsung's partnership with the Olympic Movement enables us to use the platform of sport to demonstrate how we have connected fans with the Games for over 30 years. We are proud to be a part of the Olympic movement and committed to empowering meaningful connections through our technological contributions.”

YH Lee, CMO & Executive Vice President, Samsung Electronics

Samsung's relationship with the Olympic Movement began at the Olympic Games Seoul 1988 as a local sponsor. Samsung elevated its partnership to Worldwide Olympic Partner for the Olympic Winter Games Nagano 1998. As the Olympic Partner in the Wireless Communications and Computing Equipment category, Samsung is dedicated to unifying athletes and fans worldwide through its innovative technology. Samsung has partnered with the Olympic Movement for over 30 years and will continue its commitment through Los Angeles 2028.

## GALAXY S21 5G TOKYO 2020 ATHLETE PHONE

Samsung will continue its legacy of supporting athletes by providing them with exclusive Galaxy S21 5G Tokyo 2020 Athlete Phones to help maintain real-time connections, keep up with information, as well as capture and share memories of the Games. The limited-edition phone features Olympic rings designed to commemorate Tokyo 2020.

## INNOVATION AND TECHNOLOGY

Samsung is dedicated to providing advanced mobile technology for Tokyo 2020 so athletes and fans can experience the Olympic spirit wherever they are in the world. As a result, Samsung recently launched the Galaxy S21 5G Tokyo 2020 Athlete Phone, which features a head-turning, iconic design, an epic pro-grade camera, and the most advanced processor ever in a Galaxy device. Samsung is creating new mobile experiences for the Games that open up new possibilities with its latest 5G advancement, Galaxy smartphones and ecosystem.

## COVID-19 SUPPORT

Samsung has donated funds and goods to communities worldwide to support ongoing Covid-19 relief efforts. Samsung will pre-install the COCOA App for Covid-19 contact tracing and safety protocols on all Galaxy S21 5G Tokyo 2020 Athlete Phones, which will be distributed pre- and during Games-time, to further ensure health and safety on the ground for athletes and officials.

## SUSTAINABILITY AND DIGITAL ENGAGEMENT

Ahead of Tokyo 2020, Samsung partnered with the IOC more closely on its digital campaign, the #StrongerTogether Challenge, to engage athletes and fans around the world to stay connected by walking together within the virtual space of the Samsung Health app. The participants can earn special Olympic badges and tokens that they can share on their social media channels. During the Challenge, participants can visit Sustainable Development Goal 4 'Quality Education' on Samsung's Global Goals web to learn more about overcoming the global education inequality.

## DIGITAL TRANSFORMATION OF THE GAMES

Samsung and the IOC are committed to building the digital future of the Olympic Games and working together on strategies to promote the values of Olympism and bring fans closer to the Games than ever before. Through innovative digital experiences including the Samsung Galaxy Media Showcase, augmented reality camera filters on the official Tokyo 2020 app and virtual reality platforms powered by 5G, Samsung is digitally bringing the world together at the Games.

## DIVERSITY AND INCLUSION

Samsung believes that innovation and growth are driven by an inclusive culture and a diverse workforce. Samsung is committed to creating a global team where everyone belongs and has equal opportunities, and Team Galaxy – Samsung's roster of Olympic and Paralympic athletes – is further representation of this commitment. Diversity is celebrated at Samsung, and essential to inspiring the world and creating products of the future.

## FAN ENGAGEMENT AT TOKYO 2020

To bring fans together no matter where they are, Samsung's initiatives include:

- The '**Samsung Galaxy Media Showcase**', which will provide virtual experiences for Tokyo 2020 that will allow fans to connect with the Games in more ways than ever before
- '**Team Galaxy Olympians and Paralympians**', who will inspire and connect with fans worldwide while spreading excitement for the Olympic movement.
- The '**#TweetToClap**' campaign, which will bring the fan applause back to the ears of our Olympians – with the ingenuity of social media and Galaxy.
- An on-site presence at '**Galaxy Harajuku**' to showcase its latest product offerings and welcome attendees during Games-time.
- Offering fans and athletes the chance to experience various cultures from around the world in AR through '**World Lens**', developed and provided by the IOC and Samsung together in the Tokyo 2020 official app.
- The '**#StrongerTogether Challenge**', a user-participating digital campaign jointly developed with the IOC, which provides Olympic fans around the world with the opportunity to feel the power of becoming stronger when together while walking and doing good together.

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# TOYOTA



Toyota's specially-designed "Tokyo 2020 Version" e-Palette vehicles will support athlete mobility at the Olympic and Paralympic Games Tokyo 2020, providing automated, loop-line transportation in the Olympic and Paralympic Villages

**"We believe that the power of sport lies in its ability to connect people with diverse personalities and backgrounds as they compete towards a common goal with mutual respect."**

Akio Toyoda, President, Toyota Motor Corporation



Reflecting Toyota's commitment to providing "Mobility for All," the e-Palette includes handrails and seats that are easy to use regardless of height

Toyota Motor Corporation (Toyota) is a global mobility company, headquartered in Toyota City, Japan, that has been making cars since 1937. Today, Toyota employs approximately 370,000 employees in communities around the world, builds around 10 million vehicles per year in 29 countries, and sells them in more than 170 countries.

Toyota became an official partner of the International Olympic and Paralympic Committees in 2015, signing an agreement that runs through to 2024 in the first-ever mobility category, which includes vehicles (including passenger cars, urban mobility vehicles and commercial vehicles), mobility support robots, and mobility services (including vehicle and road safety and transportation support systems and services).

Toyota's values of continuous improvement and respect for people are shared by the Olympic and Paralympic Games, which bring together the entire world in friendship and solidarity to celebrate the highest realisation of human potential. As a partner, Toyota aims to encourage creating a peaceful society without discrimination through sports and is committed to creating a sustainable society through mobility.

Toyota believes that mobility goes beyond cars; it is about overcoming challenges and making dreams come true, which is encapsulated in the company's "Start Your Impossible" corporate tagline and is the basis for its transformation from a car company to a mobility company.



The vehicle will be controlled by an automated driving system, supported by an on-board safety operator

## MEDIA CONTACT

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Toyota is supporting approximately 240 athletes from 43 countries and areas around the world as part of its "Global Team Toyota Athletes" initiative

# VISA



Tokyo 2020 will bring Visa's largest and most diverse Team Visa athletes ever, with more than 100 athletes spanning 54 markets across 28 sports

**VISA**  
worldwide sponsor



“As one of the longest standing partners of the Olympic and Paralympic Games, Visa is looking forward to Tokyo 2020 and its unique ability to unite the world in a shared love of sport. We are inspired by the resilience and dedication of our Team Visa Olympic and Paralympic hopefuls who so closely reflect The Games themselves: globally diverse, representative of new emerging sports and larger than ever.”

Andrea Fairchild, Senior Vice President of Global Sponsorship Strategy, Visa

## TEAM VISA FOR TOKYO 2020 ROSTER MAKES VISA HISTORY

Visa's long-time partnership with the Olympic and Paralympic Games is more than a sponsorship – it has always been about empowering athletes to be successful both on the field and off.

The Team Visa programme was founded in 2000 with the aim of providing athletes with the tools, resources and support they need to achieve their lifelong dreams in sport and life beyond. To date, Team Visa has celebrated and supported more than 500 Olympic and Paralympic hopefuls.

Tokyo 2020 will bring Visa's largest and most diverse Team Visa athletes ever, with more than 100 athletes spanning 54 markets across 28 sports, including representation from new sports, including BMX freestyle, skateboarding, sport climbing, and surfing.

Team Visa athletes are selected based on athletic achievement, character, and personal journey, and they embody Visa's brand values, including standing for gender equality and making an impact in the community. In fact, since the beginning, women have comprised more than half of the roster – underscoring Visa's efforts to empower more women athletes and shift the paradigm of brands backing the development and programming of women's sports.

As an extension of its Olympic partnership, Visa's Olympians & Paralympians in Business Development Programme (OPBDP) offers a two-year rotational programme that introduces associates to a variety of business areas at Visa. In advance of these unprecedented Games, Visa is making history of its own as it welcomes two OPBDP associates to Team Visa for Tokyo 2020.

## ON THE GROUND AT TOKYO 2020

The Olympic and Paralympic Games have always provided a platform for brands and sponsors to showcase the latest and greatest innovations on the world stage. As the Worldwide Payment Technology Partner, Visa is committed to leaving an impact on the Japanese economy and its people both at Tokyo 2020 and beyond the Closing Ceremony.

To ensure the best onsite digital payment experiences for athletes and fans, and in support of the government's "Cashless Japan" initiative to double the total of payments made digitally to 40 per cent by 2025, Visa will incorporate 5,000 contactless-enabled payment terminals at 42 official event venues throughout Japan.

In doing so, Visa will help contribute to a safer and faster way for athletes and fans to pay, allowing for a better onsite experience.

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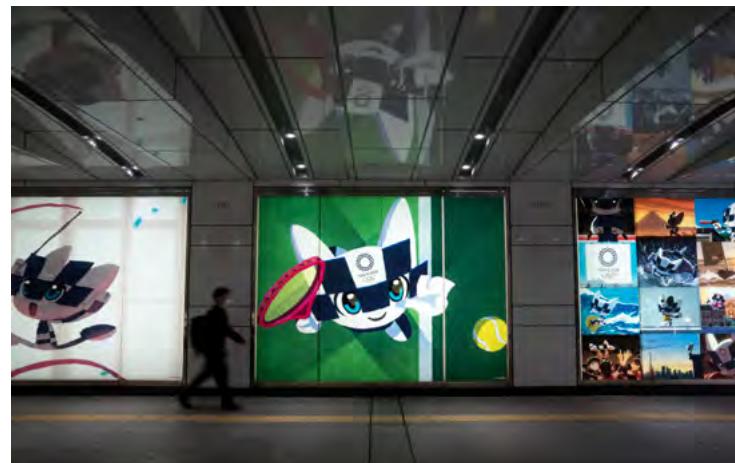
# DOMESTIC PARTNERSHIPS



Under the direction of the IOC, the Tokyo 2020 Organising Committee has managed its own domestic sponsorship programme to support the delivery of the Olympic Games, granting exclusive marketing rights within Japan.

The Tokyo 2020 domestic sponsorship programme consists of three tiers – “Gold Partners” (Tier 1), “Official Partners” (Tier 2) and “Official Suppliers” (Tier 3).

The following pages outline the essential support that the Gold Partners are providing to Tokyo 2020.



## TOKYO 2020 OLYMPIC GOLD PARTNERS



### ASAHI BREWERIES, LTD.

Asahi Breweries, Ltd. produces and sells beer and other alcohol beverages such as liquor, ready-to-drink beverages, wine, and shochu, as well as non-alcohol beer-taste beverages. It works to meet the diverse needs of its customers in the Japanese market through the provision of a broad range of products in each beverage category. The company has been proactively supporting the Japanese Olympic and Paralympic team, promoting the Olympic and Paralympic Movements, and helping to build excitement ahead of the Games as the only beer producer designated as a Tokyo 2020 Gold Partner. Its core brand, Asahi Super Dry, is the official beer of the Olympic and Paralympic Games Tokyo 2020, and the company plans to use its interactions with large numbers of people at the Games to contribute to making the event even more exciting.

### ASICS CORPORATION

ASICS aims to contribute to the realisation of a healthy and sustainable society by promoting sport in line with its vision to 'create quality lifestyles through intelligent sport technology'.

ASICS will support the Olympic Games Tokyo 2020 through sporting goods by producing official sportswear for the Japan National Team and cooperating to provide uniforms to the Field Cast staff, City Cast volunteers, and other people involved in the Games. The company is striving to contribute to the Games at every level, and is incorporating principles such as heat protection, sustainability, and diversity into the apparel to be provided. As a Japanese sporting goods manufacturer, ASICS takes pride in providing products and services that will help to make the Olympic and Paralympic Games Tokyo 2020 an event that Japan can be proud of.

### CANON INC.

Based on the key concept of 'capturing the most pivotal moments of the Games and sharing these emotions,' Canon will provide behind-the-scenes support to professional photographers from around the world via its loan services for cameras and lenses, and by providing a range of maintenance services. During the Olympic Games Tokyo 2020, Canon will provide world-class services to sports journalists and photographers from all over the world who will gather in Japan to capture breath-taking images and historical performances of the world's top athletes. These images will immortalise the occasion, evoking memories and the wonderful spectacle of the Olympic Games Tokyo 2020.

### ENEOS CORPORATION

ENEOS will support the Olympic Games Tokyo 2020 by supplying essential energy sources such as petroleum, gas, hydrogen, and electricity, and is committed to the creation of a new society based on hydrogen energy, which is expected to become more widely used owing to the opportunities provided by the Games. ENEOS operates the largest network of service stations in Japan (approximately 13,000 locations). In 2021, each service station will function as a hub to promote the Games and support events such as the Olympic Torch Relay. ENEOS will also fulfill its responsibilities as a Gold Partner to ensure the Games provide a human legacy well into the future, implementing a variety of actions to bring high-powered energy to all under its slogan, "ENERGY for ALL."

### TOKIO MARINE & NICHIDO FIRE INSURANCE CO., LTD.

Since 1879, Tokio Marine & Nichido Fire Insurance Co., Ltd. has provided customers and society with a sense of safety and security and been there to support them in their time of need. As a Tokyo 2020 Gold Partner in the category of non-life insurance, the company will provide insurance and risk management services to contribute to a safe and successful Games. Tokio Marine & Nichido strongly believes in diversity and creating an inclusive environment in which all employees can maximise their potential and contribute to the sustainable growth of the company. It believes the Olympic Games Tokyo 2020 will deepen the company's understanding of diversity and that the Games will contribute to a more inclusive Japan built on mutual understanding and peace of mind for all. Through the Olympic Games Tokyo 2020, Tokio Marine & Nichido will continue to contribute to the growth of Japan and strive to realise a better future for all.



Tokyo 2020 will benefit from the support of 15 'Gold Partners'

## NIPPON LIFE INSURANCE COMPANY

Nippon Life has offices in all prefectures of Japan, including areas affected by disasters and outlying islands. Its 70,000 employees across Japan are striving to build stronger relationships with the company's 12 million customers by remaining closely involved in each customer's life for the long term. This is being accomplished through meticulous consulting services for customers throughout Japan. Against this backdrop, Nippon Life has been carrying out activities on a daily basis in preparation for the Olympic and Paralympic Games Tokyo 2020. The company has adopted the slogan, "Play, Support. Let's start supporting each other," and is undertaking daily activities that intend to convey the importance of cheering and supporting, by spotlighting Olympic athletes including those who represent Japan, as well as their supporters. The company is trying to build a legacy that brings brightness into society through areas such as sports expansion, health improvement, educating future generations, encouraging diversity, and developing regional societies, by contributing to the success of the Olympic Torch Relay and Olympic Games Tokyo 2020.

## NEC CORPORATION

NEC has established itself as a leader in the integration of IT and networking, providing new social value in public safety and more, underpinned by innovative technologies including biometric authentication, behaviour detection, and software-defined networking (SDN). With a rich history of supporting sports and culture that promotes a diverse and inclusive society, NEC strives to create a more sustainable world where everyone can realise their full potential. This is embodied in NEC's provision of face recognition systems, deployed for the first time in the history of Olympic and Paralympic Games. It enables instant identity verification using unique technologies with the highest accuracy in the world. NEC is proud to be the Tokyo 2020 Gold Partner in public safety and network products. Through supporting this world-class event, NEC aspires to create a legacy that enables a prosperous and safer society for generations to come.



## NIPPON TELEGRAPH AND TELEPHONE (NTT) CORPORATION

Following Tokyo 2020's vision of creating a diverse and inclusive society, NTT will be providing information and communications technologies for the Olympic Games Tokyo 2020 with the aim of connecting people and Japan with the world. It is participating in the Olympic and Paralympic Games Tokyo 2020 to help create a legacy for future generations in order to realise that society. Through its communications and security technologies, NTT will contribute to the Games to achieve the following goals:

- Offering the ultimate level of hospitality to Games fans, as well as to competing athletes and Tokyo 2020 personnel.
- Operating the information and communications infrastructure that underpins Tokyo 2020's vision in a secure, safe, and reliable manner.
- Realising a Games that can be enjoyed not only at the venues, but also by people throughout Japan and around the world.

## NOMURA HOLDINGS, INC.

Nomura is a global financial services group with an integrated network spanning over 30 countries. Founded in 1925 – and driven by the insights of its diverse team worldwide – Nomura puts its clients at the heart of everything it does, delivering unparalleled service and solutions to meet their individual needs. Nomura has been a proud supporter of the Olympic and Paralympic Games Tokyo 2020 since March 2015. As Gold Partner in the Securities category, Nomura supports athletes, and those working alongside them, on their journey to be their best and reach their highest goals. It also supports all those who continue to meet the challenges of the pandemic with determination and perseverance.

Nomura's message is 'Proudly supporting Japan every step of the way' and its mission is to contribute to the sustainable growth of Japan's economy and society.

## FUJITSU LIMITED

Fujitsu is constantly conducting a diverse array of initiatives to contribute to society, including initiatives to support sporting activities, with the overarching aim of realising a prosperous future that fulfills the dreams of people throughout the world. The Olympic Games Tokyo 2020 will set the scene for wide-ranging interactions between people from countries all over the world, as well as for mass exchanges of information and infrastructures, becoming a hub of innovation. Accordingly, the occasion calls for safe, sound and reliable Games operations to connect the various ICT technologies and to engender new emotions for people watching sport, doing sport and supporting sport. Fujitsu's hardware technologies for the data centre, which include servers, storage systems and peripheral services, will play a vital role in the delivery of the Olympic Games Tokyo 2020, and will make a significant contribution to safe, sound and smooth Games operations.

## MIZUHO FINANCIAL GROUP, INC.

Mizuho is a leading Japanese financial institution, with a history that can be traced back approximately 150 years to when one of its predecessor banks was founded as the first bank in Japan. Mizuho offers a broad range of comprehensive financial and strategic services, through its group companies including Mizuho Bank and Mizuho Trust & Banking. Mizuho's relationship with the Olympic Games dates back to supporting the organisation of the Olympic Games Tokyo 1964 Olympics by storing the official Olympic flag and tickets. With the advent of the Olympic Games Tokyo 2020 2020, Mizuho will provide financial-related support and expertise to Olympic and Paralympic Games-related business and contribute to the success of Tokyo 2020 through its nationwide network of branches and offices. Mizuho also contributes to the development of local economies and societies around the world, and is committed to continuing to create timeless value for all its stakeholders.

## SUMITOMO MITSUI FINANCIAL GROUP, INC.

Sumitomo Mitsui Financial Group, Inc. (SMFG) is a global financial group that develops operations in a wide range of fields including banking, leasing, securities, credit cards, and consumer finance. Amongst the group companies, Sumitomo Mitsui Banking Corporation, the core bank of the group, utilising SMFG's network of 148 branches and offices in 40 countries and regions around the world and leveraging the various products and services in which it possesses global strengths, has built a framework that can meet a wide range of domestic and overseas customers' needs. Through the Olympic Games Tokyo 2020, SMFG will unite the collective strengths of the group toward the future of Japan and development of the world to meet the expectations of its customers.

## MITSUI FUDOSAN CO., LTD.

Mitsui Fudosan is one of Japan's largest global real estate companies. Based in Tokyo, the company is also engaged in urban development projects in locations including New York, London, Shanghai, Chinese Taipei, Kuala Lumpur and Bangkok. As a Gold Partner of the Olympic and Paralympic Games Tokyo 2020 in the real estate development category, Mitsui Fudosan hopes to convey the values the company embraces in its urban development – sports, tradition, culture and the spirit of hospitality.

## MEIJI CO., LTD.

Meiji provides its customers with a wide range of products, such as milk, yogurt, cheese, ice cream, chocolate, and nutritional products, and is a Tokyo 2020 Gold Partner in the "Dairy Products & Confectionery" category. Meiji recognises that in order for people to lead healthy lives, exercise and a nutritionally balanced diet are indispensable. For many years, it has been providing dietary education and nutritional support for athletes. Leveraging its extensive experience and expertise in this field, the company has launched its 'Meiji Tokyo 2020 Fes', which aims at educating children about the fun of sport and the importance of healthy food.



## LIXIL CORPORATION

LIXIL was formed in 2011 through the merger of five major Japanese building material and equipment manufacturers. Today, it is a global corporation with approximately 60,000 employees in more than 150 countries around the world, and over a billion people use its products every day. Approaching the Olympic Games Tokyo 2020 with the slogan, "Change the future through Omoiyari and Omotenashi," LIXIL is aiming to realise a universal society where people can lead affluent, comfortable lives through educational programme such as Universal Run (Sports Prosthesis Experience Class) and by supplying aluminium previously used in temporary housing for the victims of the 2011 Great East Japan Earthquake as material for the Olympic Torch, the Tokyo 2020 Recovery Monuments project, and the Olympic/Paralympic logo for the victory podium. LIXIL is also contributing to the Games through design, operational support, and products it has provided for athletic events and the Olympic Village.

# FAN ENGAGEMENT



To enable fans around the world to show their support for the athletes, Tokyo 2020 is initiating a ground-breaking digital remote fan engagement solution

## SHARE THE PASSION

“I am looking forward to many people around the world taking this opportunity to be a part of the Games and deliver their messages of support to the athletes.”

**Hashimoto Seiko**, President of the Tokyo 2020 Organising Committee

The IOC and Olympic Broadcasting Services (OBS), working with the Tokyo 2020 Organising Committee and Olympic broadcast partners (RHBs), have created a suite of digital tools as part of the “Share the Passion” project, which will see the Olympic Games Tokyo 2020 become the first major international sports event to implement a ground-breaking digital remote fan engagement solution.

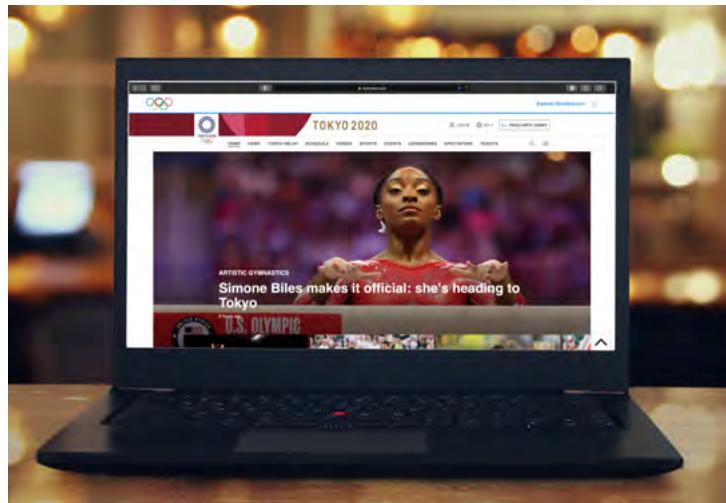
The initiative will allow athletes to engage with friends and family in the venues and allow fans all over the world to be actively involved in supporting their sporting heroes.

- **Fan Video Matrix:** Allows fans to be a genuine part of the Games experience by sharing their reactions to the sporting action in five-second video selfies, which will be displayed as a video matrix inside the venue.
- **Cheer Map:** A virtual “cheer” button will be embedded on several broadcasters’ digital platforms. Fans can watch the broadcast feed of an Olympic event and virtually clap or cheer by clicking the button. The system collects all the cheers and renders a global map of “cheer activity”. The map is sent as a video stream to broadcasters and showcased on venue video boards.
- **Athlete Moment – Family & Friends:** At selected venues, Olympians will be able to interact live, straight after their competition with their family and friends back home through dedicated “Athlete Moment” stations.

“Technology is going to allow us to bring fans ‘inside the venue’ virtually.”

**Yiannis Exarchos**, CEO of OBS

## DIGITAL ENGAGEMENT



The new Olympics.com website provides a single, people-centric digital platform and allows for improved, streamlined digital engagement during and between each Olympic Games

**“Olympics.com provides a new digital experience to strengthen our connection with Olympic fans and partners globally.”**

**Thomas Bach**, IOC President

Ever since the adoption of Olympic Agenda 2020 in December 2014, which led to the successful launch of the Olympic Channel, the IOC has sought to create a closer connection with people around the world through digital platforms, aiming to engage fans and attract new followers not only during but also between each edition of the Olympic Games.

The evolution of the IOC’s digital strategy continued in 2021 following the adoption of Olympic Agenda 2020+5 – the organisation’s latest strategic roadmap – in which recommendation 8 states: “Grow digital engagement with people”.

In line with this recommendation, the IOC launched Olympics.com in May 2021, providing a single, people-centric digital platform that better utilises Olympic digital and social media channels to drive engagement and deliver content and communications.

Offering a comprehensive source for Olympic information, news and original content, Olympics.com creates one destination for all Olympic online properties – including the Olympic Channel, Tokyo 2020 and all future Games – allowing for improved, streamlined digital engagement during and between each Games. Future features of the site will include more personalised user experiences, ticketing, fantasy games and an Olympic e-commerce presence.

To further enhance the IOC’s digital media presence, official Olympic social media channels have been consolidated into @olympics accounts across global platforms including YouTube, Facebook, Instagram, Twitter and TikTok.

As part of this consolidation, the IOC also unveiled its institutional hub, IOC.org, focused on the broader mission-based efforts of the IOC. This platform, developed for partners, stakeholders and the media, will provide information on the key initiatives and programmes of the Olympic Movement.



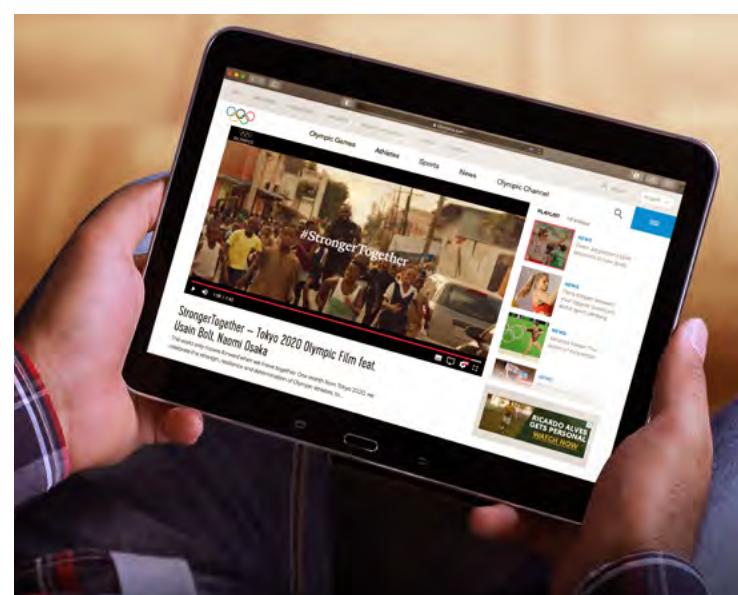
The IOC is seeking to create closer connections with people around the world through digital platforms, aiming to engage fans and attract new followers

## STRONGER TOGETHER

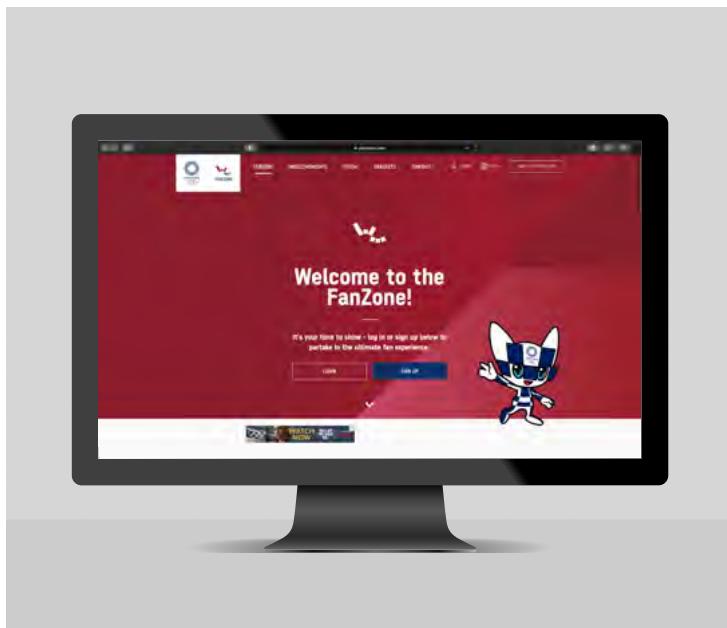
In June 2021, the IOC launched “Stronger Together” – a global Olympic campaign that celebrates athletes by showcasing their journey to the Olympic Games Tokyo 2020, and how they kept moving even when the world around them stopped. The story celebrates their strength, resilience and determination to bring hope, unity and inspiration to people around the world.

[The campaign film, which stars world-renowned athletes such as Usain Bolt, Naomi Osaka, Tony Hawk, Yusra Mardini and Nyjah Houston](#), focuses on a people-centric message of Stronger Together. It emphasises the IOC’s message of solidarity and the belief that the world moves forward only when it moves together, and highlights the power of the Olympic Games to unite people, communities and societies across the globe.

The campaign was designed to unite people around the world while building excitement for the upcoming Olympic Games Tokyo 2020. Its launch on Olympic Day (23 June) was supported by a number of digital engagement activities, including a virtual yoga session with snowboarder Christy Prior, live chats with Usain Bolt and Japanese surfer Kanoa Igarashi, and a workout session and Q&A with tennis star Venus Williams.



The Stronger Together campaign film emphasises the IOC’s message of solidarity



FanZone provides an interactive gamification experience

## TOKYO 2020 FANZONE

**“FanZone serves as an important element of our digital efforts for fans to feel they are part of the Tokyo 2020 Olympics.”**

**Christopher Carroll**, IOC Digital Engagement & Marketing Director

In May 2021, the IOC launched the [Tokyo 2020 FanZone](#) – an interactive gamification experience on Olympics.com and the official Tokyo 2020 website and mobile app that aims to engage and unite fans around the world leading up to and throughout the Olympic Games.

In the lead-up to the Olympic Games, fans can take part in regular Trivia competitions to win prizes or enjoy thrilling sporting action from past Olympic Games via Magic Moments and vote on their favourite highlights. When the Olympic Games Tokyo 2020 begin, the Fantasy and Bracket Challenges will bring the real-time fantasy sports experience to the Olympic Games. With the Fantasy Challenge, fans create a team by selecting their 10 favourite athletes from individual sports. Fans can start a league with friends or join an existing one to compete against other teams. And in the Bracket Challenge, fans can attempt to select the winning bracket in each team sport while competing with friends and other fans around the world.

## I BELONG HERE

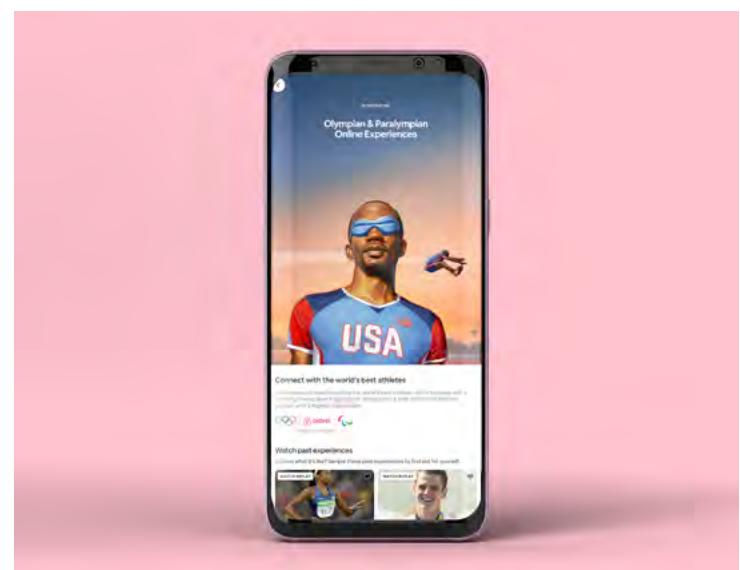


The Share the Passion project will allow fans to be a genuine part of the Games experience

To connect further with fans online during Tokyo 2020, the IOC and Worldwide Olympic Partner Coca-Cola developed together the I Belong Here integrated digital campaign to engage a new generation of fans, primarily Gen Z and young millennials, around the Olympic values and to show that no matter who you are or where you come from, you can find your place in the Olympic Movement. The I Belong Here campaign will have a central landing page on the Tokyo 2020 website, where all activations and content will live.

## OLYMPIAN AND PARALYMPIAN EXPERIENCES

To celebrate the spirit of the Olympic and Paralympic Games the IOC, in partnership with Worldwide Olympic Partner Airbnb and the International Paralympic Committee (IPC), will give people the chance to experience the Games like they've never done before, with a new collection of Olympian and Paralympian Online Experiences on Airbnb. From watching and commenting on the Games live with Olympians, to experiencing behind-the-scenes action live from Tokyo, the Olympian and Paralympian Online Experiences will bring the magic of the Games to the homes of fans around the world.



Olympians will host a unique selection of online experiences that will give people the chance to engage with the Games like they've never done before

## 5G VIEWING EXPERIENCES

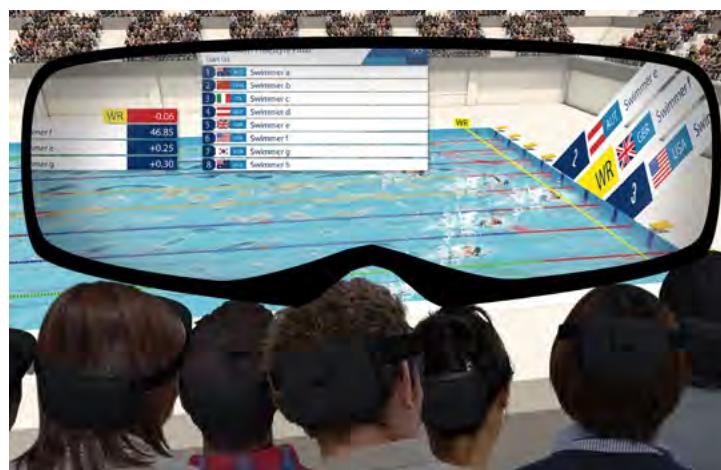
Tokyo 2020 will showcase innovative sports viewing experiences at the Games by deploying the very latest 5G technology at three competition venues.

Developed in cooperation with Intel Corporation, Nippon Telegraph and Telephone Corporation (NTT), and NTT DOCOMO Inc., these new offerings will communicate events in previously unimaginable ways, including ultra-high resolution broadcasts and artificial reality (AR).

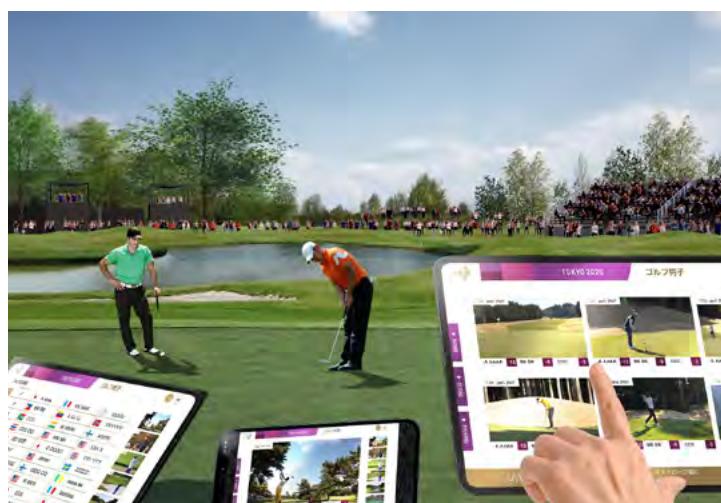
At the sailing venue, 12K resolution video will be broadcast onto a 50m screen floating on the water of Enoshima Yacht Harbour, giving viewers the sensation of the races being held right in front of their eyes. A similar broadcast will be provided simultaneously at the Big Sight in Tokyo, the location of the Tokyo 2020 Main Press Centre, aimed at providing the media with a more realistic viewing experience.

At swimming competitions, wearable AR devices which will display detailed race information during events, with ultra-fast 5G technology transmitting the data in real time to provide an entirely new viewing experience amid the excitement of a live venue.

In addition, 5G's high-speed large-capacity and low-latency technology will enable devices to be provided at Tokyo 2020 golf events with the ability to individually select and watch live videos of the action at multiple locations on the course.



Wearable AR devices will display detailed race information during swimming events



Select and watch live videos from anywhere on the course

## OLYMPIC VIRTUAL SERIES



The Olympic Virtual Series is the first-ever, Olympic-licensed event for physical and non-physical virtual sports

**“The Olympic Virtual Series is a new, unique Olympic digital experience that aims to grow direct engagement with new audiences in the field of virtual sports.”**

**Thomas Bach, IOC President**

In April 2021, the IOC partnered with five International Sports Federations (IFs) and game publishers to launch the Olympic Virtual Series (OVS) – the first-ever, Olympic-licensed event for physical and non-physical virtual sports.

Taking place ahead of the Olympic Games Tokyo 2020, from 13 May to 23 June 2021, the OVS aimed to mobilise virtual sport, esports and gaming enthusiasts all around the world to reach new Olympic audiences, while also encouraging the development of physical and non-physical forms of sports in line with the recommendations of Olympic Agenda 2020+5.

The mass-participation series allowed participants around the world to compete from home or their training facilities in order to generate excitement in the build-up to the Olympic Games Tokyo 2020, with fans able to follow the action on [Olympics.com](https://olympics.com).

# LICENSING & MERCHANDISE



Olympic Games Tokyo 2020 - The Official Video Game™ was launched worldwide in June 2021

The IOC Global Licensing Strategy aims to create a tangible connection to the Olympic Games and Olympism through merchandising programmes that are aligned with the Olympic image and enhance brand value and goodwill. The objective is to strengthen and promote the Olympic brand, not only during the Olympic Games, but between Games as well.



The Olympic Heritage Collection celebrates past Olympic Games, such as Tokyo 1964

The IOC Global Licensing Strategy is divided into three core licensing programmes aimed at specific target groups:

- **The Olympic Collection** is developed by the IOC and aims to engage young people and to connect with a large audience through remarkable, authentic, high-quality products. Focused mainly on sports equipment and toys, the goal of this collection is to communicate the essence of the Olympic brand and values to sports enthusiasts, people with an active lifestyle and those who love to watch sport.
- **The Olympic Heritage Collection** aims to celebrate the art and design of the past Olympic Games with a series of lifestyle and high-end products released in limited editions that allow anyone to own a piece of Olympic history.
- **The Olympic Games Programme** is developed and managed by the Organising Committee of the Olympic Games (OCOG) in each Host Country and is aimed at Olympic fans either visiting the Host City or following the Games from home and looking for a souvenir of their Olympic experience.

## IOC COLLECTIONS FOR TOKYO 2020

Working with its licensees, the IOC has launched a wide range of products in celebration of the Olympic Games Tokyo 2020. These include:

- The first Olympic Games toy collection, developed with Mattel in collaboration with the Tokyo 2020 Organising Committee, featuring a variety of unique products across Barbie®, Hot Wheels® and UNO®.
- A line of clothing and accessories by Lacoste that celebrates the Olympic Games Tokyo 1964, as part of the Olympic Heritage Collection, including a polo shirt, T-shirt, hooded jacket, sweatshirt and cap, inspired by the iconic Tokyo 1964 emblem.
- Mario & Sonic at the Olympic Games Tokyo 2020, a video game developed by SEGA that sees the two iconic characters take gamers on an adventure across more than 30 action-packed Olympic events and is available exclusively on the Nintendo Switch™.
- Sonic at the Olympic Games Tokyo 2020 – a mobile game for iOS and Android that features 15 Olympic events and allows players to challenge friends and other gamers around the world.
- Olympic Games Tokyo 2020 - The Official Video Game™, featuring 18 arcade-style Olympic events, an Avatar Creator, eight-player online play, and rich customisation including over 50 costumes, offering aspiring Olympians of all ages the chance to live out their Olympic dreams at-home. It is available on Nintendo Switch™, PlayStation®4, Xbox One, Steam and Google Stadia. The game is also fully playable on PlayStation®5 and Xbox Series X|S.
- Official Gilbert Tokyo 2020 replica rugby balls, field hockey sticks and accessories, developed by Grays International
- The “2020 Lucky Cat Edition”, produced with WAGTI as part of the Olympic Heritage Collection, featuring 30 traditional Japanese ceramic cat figurines with unique artworks depicting iconic moments of past Olympic Games.



Mattel's Olympic Games toy collection features products across Barbie®, Hot Wheels® and UNO®

## TOKYO 2020 LICENSING PROGRAMME



**7,771**  
different products  
available



**128**  
official  
licensees



**66**  
official shops  
across Japan during  
Games-time

The Tokyo 2020 Organising Committee launched its merchandise licensing programme in 2016 with the sale of products featuring the Tokyo 2020 Games emblem.

A total of 7,360 different items are now available, ranging from clothing, homewares and stationery to plush toys, pins and traditional crafts.

Official merchandise is available for purchase by those residing in Japan through an official website and at 57 retail outlets across the country, including at the two main international airports, Narita International Airport and Tokyo International Airport Haneda.

### Key collections:

- **Traditional Craft Collection**, showcasing traditional Japanese techniques and culture in a range of high-quality products representing all 47 prefectures of Japan.
- **Japanese Olympic Team Collection**, including Asics sportswear and a wide selection of accessories for fans wanting to show their support of Japan's athletes.
- **Mascot Collection**, featuring plush toys, pins, Asics clothing and accessories, and an array of other products showcasing the official Games mascots.
- **Art Poster Collection**, consisting of 20 official art posters created by 19 artists in a variety of mediums, with the designs featuring on a range of products including postcards, T-shirts, tote bags, calendars and stickers.
- **Commemorative coins**, continuing a long tradition of Olympic coins, and featuring a total of 37 designs, issued in four series from 2018 to 2020, comprising 25 Olympic Games coins and 12 Paralympic Games coins.
- **Commemorative stamps**, continuing an Olympic tradition that began in 1896, and featuring a total of 75 designs, including 50 stamps representing Olympic events, 23 stamps representing Paralympic events and two logo stamps. Special edition medallist stamps will also be sold during the Games.

# THE OLYMPIC BRAND



According to independent research, the Olympic rings can be identified by nine out of 10 people globally

The Olympic rings are one of the most widely recognised symbols in the world, with independent research commissioned by the IOC revealing that nine out of 10 people globally are able to correctly identify the iconic emblem.

As the visual representation of Olympism, which aims to demonstrate how sport can contribute to building a better world, the Olympic symbol embodies positive, universal values that give it a unique, powerful and timeless identity that transcends sport.

For that reason, the research also revealed that the Olympic rings outperform other key global brands measured across a range of attributes, including “Global”, “Inspirational”, “Excellence”, “Friendship”, “Optimistic” and “Inclusive”.

With such a powerful brand as its foundation, it is little wonder that the Olympic Games also enjoyed the highest awareness and appeal among all sports and entertainment events measured in the survey, with 93 per cent awareness level and an appeal rating of 7.5 out of 10.



9 out of 10 people globally can correctly identify the Olympic rings



The Tokyo 2020 emblems were designed by Asao Tokolo

## THE TOKYO 2020 VISUAL IDENTITY

Each edition of the Olympic Games features its own distinctive visual identity that can be seen throughout the host city and the Olympic venues during the Games. This ‘look of the Games’ is often inspired by the culture, character and history of the host city and country, and by the Organising Committee’s vision for the Games.

The visual identity of the Olympic Games Tokyo 2020 is inspired by the three types of rectangular shapes that form the Tokyo 2020 emblems (see below) and the Japanese technique known as *kasane no irome* – a colour scheme used in the creation of fabrics used for kimonos during the Heian Period (794-1185). Having been traditionally used in the design of costumes for celebratory occasions, the colour scheme reflects the overlapping natural colours representative of each of Japan’s four seasons.

There are several key elements to the Tokyo 2020 visual identity:

The **emblem**, unveiled in April 2016, is inspired by a chequered pattern known as *ichimatsu moyo* from the Edo period (1603-1867), and uses the traditional Japanese colour of indigo blue, which expresses a refined elegance and sophistication. Composed of three varieties of rectangular shapes, the design represents different countries, cultures and ways of thinking and incorporates the Games vision of “Unity in Diversity.” It also expresses the fact that the Olympic Games seek to promote diversity as a platform to connect the world. The emblem was designed by Asao Tokolo and selected following an open competition, which attracted a total of 14,599 entrants from all over the world.

The Tokyo 2020 **mascots** were unveiled in February 2018 after elementary school pupils across Japan and at Japanese schools overseas chose their favourites from a shortlist of three sets of designs. The winning designs were created by graphic designer Ryo Taniguchi whose characters – dark blue for Miraitowa, the Olympic Games mascot, and cherry blossom pink for Someity, the Paralympic Games mascot – strove to combine traditional values with futuristic looks, encapsulating the “innovation from harmony” concept that is at the heart of the branding vision for Tokyo 2020. Miraitowa is a combination of the Japanese words *mirai*, which means future, and *towa* which means eternity. Someity is a hybrid of the words *somei-yoshino* - a type of cherry blossom - and the English phrase, ‘so mighty’.



The Tokyo 2020 visual identity can be seen throughout the host city

The sport **pictograms**, which represent the 50 disciplines across all 33 Olympic sports, were unveiled in March 2019. Pictograms were first introduced at the Olympic Games Tokyo 1964, when a need arose to communicate visually to an increasingly international group of athletes and fans. Since then, pictograms have been created for every edition of the Games. The Tokyo 2020 pictograms are designed to subtly communicate the characteristics and athleticism of each sport. For the first time, kinetic pictograms have also been introduced to express the dynamic movements of the athletes.

The **Olympic medals** were unveiled in July 2019, featuring a design that resembles a rough stone that has been polished to shine with ‘light’ and ‘brilliance’, reflecting the efforts of athletes who strive for victory. The medals collect and reflect myriad patterns of light, symbolising the energy of the athletes, while the brilliance of the medals signifies the warm glow of friendship symbolising people all over the world holding hands.

The **Olympic Torch** was unveiled in March 2019 and features a motif of a cherry blossom – a flower close to the hearts of all Japanese people. The shape of the torch resembles that of a Japanese traditional *Sakura-mon*, the cherry blossom crest, and it is constructed using aluminium construction waste from temporary housing built in the aftermath of the 2011 Great East Japan Earthquake.



The Tokyo 2020 mascots Miraitowa and Someity were chosen by Japanese schoolchildren



The design of the Olympic medals reflects the efforts of athletes who strive for victory

# PRESERVING THE COMMERCIAL VALUE OF THE OLYMPIC BRAND



Unauthorised uses of the Olympic symbol reduce the value and integrity of the brand

“Our marketing partners are the pillars on which the Olympic Movement is funded and we therefore need to ensure that their exclusive commercial rights are protected. Ambush marketing is a serious threat that can impact not only the success of the Olympic Games, but also the essential support offered to athletes and the development of sport throughout the world.”

Timo Lumme, Managing Director,  
IOC Television and Marketing Services



Unauthorised uses of the Olympic properties reduce the IOC's ability to generate revenue to support athletes and sports organisations around the world



Ambush marketing poses a serious threat to the integrity of the Olympic properties and the Olympic Games



All intellectual properties relating to the Olympic Games are protected in Japan



The IOC monitors broadcast and internet coverage of the Games to identify any infringements

The Olympic symbol is one of the most universally recognised brands, representing the Olympic values of Excellence, Respect and Friendship. It is also one of the most valuable assets of the IOC's marketing programmes, which rely on offering official partners an exclusive association with this brand.

Any attempt to use the Olympic properties<sup>1</sup> without permission can negatively affect the integrity of the brand. This directly impacts the Olympic marketing programmes, diminishing their ability to generate revenue that is redistributed by the IOC to support athletes and sports organisations at all levels around the world.

## AMBUSH MARKETING

The IOC and its partners in the Olympic Movement take the threat of ambush marketing<sup>2</sup> very seriously. Its aim is to protect the integrity of the Olympic properties (including the Olympic symbol), the Olympic Games, and the investment of its official partners. Without the revenue and support of Olympic broadcasters and marketing partners, the Olympic Games would simply not happen.

The IOC works on a market-by-market basis with the National Olympic Committees and Organising Committee before each Games to educate each market and companies about who the official partners are and why ambush marketing is detrimental to the Olympic Games.

The IOC reviews each infringement individually, taking into consideration the circumstances of each case, such as the market, the scope of the infringement and the infringer, before taking expedient action.

<sup>1</sup> Olympic properties (as defined by the Olympic Charter) include without limitation the Olympic symbol, flag, motto, anthem, identifications (including but not limited to "Olympic Games" and "Games of the Olympiad"), designations, emblems, mascots, flame, torches, images and/or terminology, and any and all rights derived from the Olympic Games and/or the Youth Olympic Games

<sup>2</sup> Direct and/or indirect unauthorised association with, exploitation or promotion of, the Olympic properties and/or the Games

## TOKYO 2020 BRAND PROTECTION PROGRAMME

During Tokyo's bid to host the 2020 Olympic and Paralympic Games, the national government of Japan pledged to the IOC that it would abide by the Olympic Charter and protect all Olympic-related intellectual properties.

All intellectual properties including emblems, logos and designations relating to the Olympic and Paralympic Games, are legally protected in Japan by the Trademark Law, the Unfair Competition Prevention Law and the Copyright Law.

Use of these intellectual properties for the Olympic Games Tokyo 2020 Games are managed by the Tokyo 2020 Organising Committee of the Olympic and Paralympic Games. Permission must be granted by this organisation prior to use.



The IOC works with the Organising Committee before each Games to educate companies about who the official partners are and why ambush marketing is detrimental to the Olympic Games



The IOC monitors global broadcast coverage of each Games to identify any infringements upon the rights of the official Olympic broadcasting partners

## GLOBAL BROADCAST AND INTERNET MONITORING

The IOC monitors the global broadcast coverage of the Olympic Games to identify illegal streaming of audio-visual content and any unauthorised use of audio-visual content, which infringes upon the rights of the official Olympic broadcast partners.

The primary purpose of the Internet Monitoring Programme (IMP) is to protect the exclusive rights awarded by the IOC to Olympic Games broadcasters in relation to Tokyo 2020, in different territories, from the threats posed by unauthorised online video material with a particular focus on live streaming activity.

The IMP uses the most advanced technologies available to prevent, track and take appropriate action against violations, such as video infringements on any online or mobile platform.

In addition the IMP also includes the monitoring of mechanisms implemented by broadcasters to restrict access only to viewers in their licensed territories, commonly referred to as "geo-blocking", as well as the security of the Games content delivery via their platforms.

# MEDIA CONTACTS



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For more information, please contact the IOC Media Relations Team.

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## TOKYO 2020

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